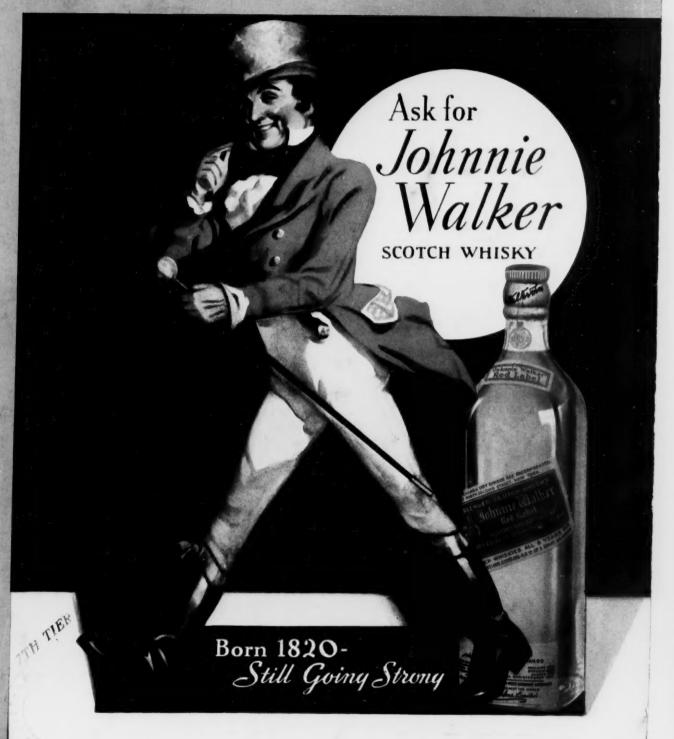
MODERN PACKAGING



ARCH 1956

Let's see why Sherwin-Williams are enjoying

such BIG SALES

on this brush display



I. This colorful counter merchandiser catches customer's eye—arranges brushes neatly according to size—retains its attractiveness even when not filled to the top. Dealers like this.



2. Its appealing arrangement of the brushes—handles toward customer—invites examination and selection while dealer is filling order or busy with another customer. Dealers like this.



3. The customer is already partly—if not entirely—sold, by the time the dealer comes into the picture. And he can pick out the right brush to do the job instantly. Dealers like this.

Trust the dealer. When he sees a good display—one that will work, one that will really merchandise the product—he'll buy it!

Of this display, Sherwin-Williams reports: "Our sales on it the first three months have been over 50% greater than the total sales on our display package throughout the entire fiscal year."

Canco's experience in building displays that work—and that the dealer *knows* will work—extends into every retail field. Call Canco regarding your product.

Listen to
BEN BERNIE
"and all the lads"
TUESDAY NIGHT
9 P. M., E. S. T.
N.B.C. WJZ NETWORK

AMERICAN CAN COMPANY
MERCHANDIS (NE SPECIAL TES DIVISION
ELL DISPLAYS



Dark fragrant berries glistening with the morning dew . . . products of the warm spring rains, summer sunshine and moist fertile earth . . . Nature's alchemy • • Gathered at the height of their rich wholesome flavor . . . brought to spotless kitchens where steaming kettles await . . . here to be prepared with scientific care so that all their original goodness is preserved . . . and finally sealed in containers of sparkling glass • • • Strawberry preserves, jam and jelly . . . Phoenix Metal Caps serve as dependable, convenient and attractive seals for these, and many other quality foods.

PHOENIX METAL CAPCO.

V.92

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

IN THIS ISSUE



"All Roads Lead to the Point-of-Sale; is an account of the use of displays for more effective merchandising.

Another article in the "Materials of Packaging" series—this time on molded

plastic containers.

And fifteen other leading subjects treated in an interesting and informative

"Johnnie Walker" Marches On..... By Frank E. Carson Alluring Sales for Fishing Lures..... Sixth Packaging Conference and Exposition..... 57 Display Values Put to Test..... Shall We Lacquer Our Packages and Labels?.... By E. I. LaBeaume Is Eye-Appeal Unimportant in Packages That Don't Go Over the Counter? Flexibility in Package Handling...... 78 Merchandising the Self-Selling Specialty...... 80 Editorial Opinion..... 82 Plants and Personalities......84 Stimulating Sales for New Models of Brand-Known Items..... 86 M. T. T. Course in Packaging Engineering.....................96

The design used on the front cover of this issue was developed and produced on a display by Atlantic Lithograph and Printing Company.

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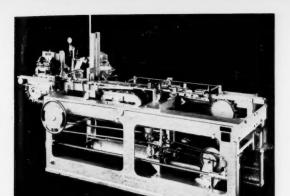
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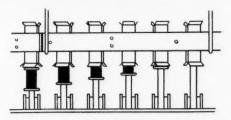
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ALL GUARDS were removed for this photograph of the "Mum" machine to show its remarkable construction. But it can't begin to give you an idea of how painstakingly and ruggedly Redingtons are built, how smooth and quiet they are . . . truly, marvels of engineering.



THIS SKETCH illustrates how cartons are loaded continuously at one-fifth the operating speed . . . a feature that adds years of efficient, economical life to the Redington Cartoning Machine. It's the simplest and smoothest carton loading mechanism yet devised.



FASTIDIOUS AMERICA (and much of Europe) buy "Mum" by the million. The Redington Cartoner feeds the tins automatically, folds a circular over the tin, then tucks both into the carton . . . at the rate of 145 per minute!

Ref. 658 . 7 . 74

Shelved w. 050



"Mum" Cartoning Speeded Up!

New REDINGTON REPLACES SLOW, OBSOLETE CARTONING MACHINE

Is Your packaging equipment lagging behind soaring sales? Are your dealers being disappointed with late deliveries because the factory can't package your products fast enough? Are you being forced to do part of your cartoning by hand . . . a costly job . . . because your machines are slow, old, worn-out?

Take a leaf from Bristol-Myers' experience. Their old equipment for cartoning "Mum" could no longer keep up with the tremendous demand for this popular product. Today a New REDINGTON Continuous Loading Cartoner is in the Bristol-Myers' plant operating at the rate of 145 per minute. From every standpoint, this REDINGTON is "The Most Complete and Perfect Cartoning Machine Yet" . . . fast, rugged, economical, efficient to a remarkable degree.

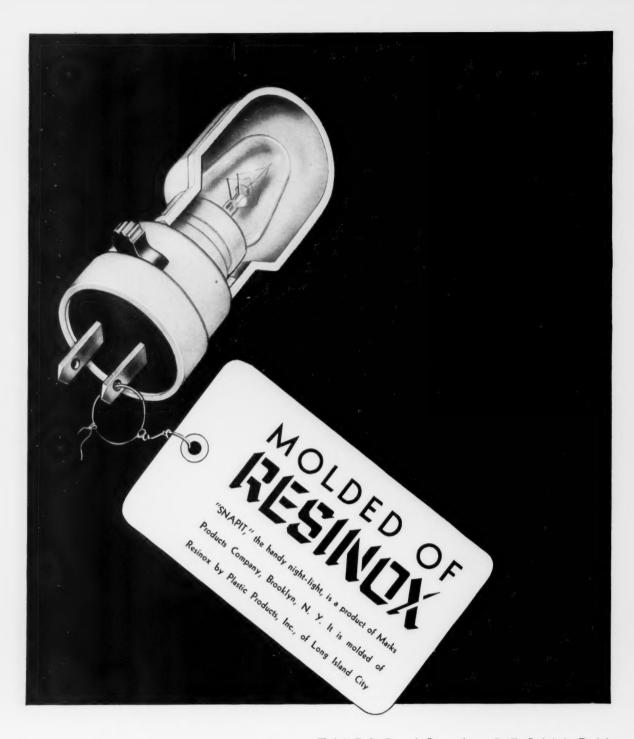
So we repeat, if your cartoning machines are getting too old, too slow for your present sales of bottles, jars, collapsible tubes, razor blades and anything else sold in cartons . . . if hand operation is now too costly . . . if your product presents unusual problems . . . look into the many advantages of REDINGTONS. Drop a sample in the mail together with a few details of your needs. Our Engineering Staff's 39 years experience is at your service . . . gladly.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Continuous Loading
CARTONING MACHINES

Also Cellophane Wrapping, Carton Sealing and Special Packaging Machines



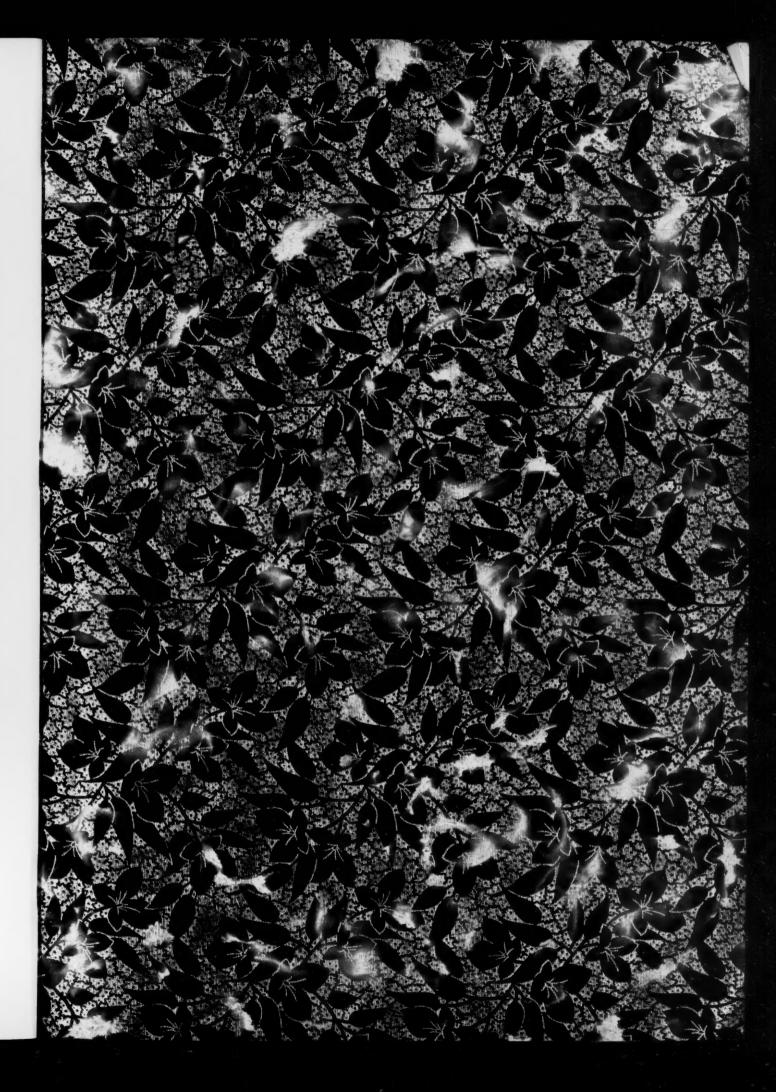
THERE IS A RESINOX

MATERIAL FOR EVERY MOLDING NEED.

ASK YOUR MOLDER FOR DETAILED INFORMATION

OR WRITE TO RESINOX CORPORATION, 230 PARK AVE., NEW YORK

MODERN PACKAGING



BROCART PRINT

Embossed 193

Still they come, new decorated box papers from the Hampden Mills at Holyoke. Always alert to the demands of the public, we have again developed a paper which should have a wide appeal. Ask us to mail you or your box maker sample working sheets in several different colors and find out how attractive this new paper looks on your box.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

RUNNING 13% ABOVE RATED SPEED



AT 98% OVER-ALL EFFICIENCY!

When close check is kept on the performance of Pneumatic machines the facts are often a revelation.

Corn Products Company made such a check recently on a battery of Pneumatic carton feeding, bottom sealing net weight weighers and top sealing machines installed in . their Argo plant in 1931. The test showed that, with clocklike regularity, day in and day out these machines have been producing 85 packages of Gloss Starch per minute while maintaining an over-all efficiency of 98%.

Ninety-eight per cent efficiency—at 13% above rated speed! That's production. The type of production that has come to be expected of Pneumatic machines—the type of production that guarantees "lower cost per container."

PNEUMATIC SCALE Packaging Machinery

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York, 117 Liberty Street; Chicago, 360
North Michigan Ave., San Francisco, 320 Market Street; Los
Angeles, 443 South San Pedro St.; Melbourne, Victoria; Sydney,
N. S. W. and No. 41 Whitehall. Landon, S. W.

FOR THE CROWNING PERFORMANCE



What makes a bottle Closure seal tightly . . . unseal quickly and easily with a minimum of effort?

The answer, of course, is perfect construction.

You have only to examine Mundet Molded Closures—try them for yourself—to believe in their efficiency.

Extra deep molding gives cameo sharpness to their decorative and trademark detail. Threads are precisely cut to insure perfect sealing and supreme ease in removal from the bottle. An exclusive Mundet flange offers a skid-proof gripping surface for wet or greasy fingers. Finally—these Closures are sturdily constructed and stand hard usage. They are, indeed, a perfect Closure for the Crowning Performance.

MUNDET CORK

65 SOUTH 11th STREET, BROOKLYN, N.Y. Mundet Offices and Warehouses are Located in the Principal Cities

SOLUTIONS TO CLOSURE PROBLEMS



For complete information concerning Mundet Closures and closure service, write for a free copy of "Solutions to Closure Problems", a 16 page illustrated booklet describing types of closures and liners for a wide variety of products.



New "US" Service for Label Users

★ ★ Demonstration portfolio containing scores of Canned Food Pictorials in full color . . . a valuable aid for Label Users, now available, gratis.

YOU'LL be sure to find in this display of modern pictorial vignettes, colorful reproductions of the products you pack. In addition, you can see just how attractive they look on the can. Facsimiles of actual size cans are die-cut so so as to show each pictorial—at the top of the label, in the center, or at the bottom.

If you expect to add new products to your line, develop new labels, modernize your labels, or desire to add new shelf-lure to your present label design, you'll want this "U S" Label-Demonstration Portfolio.

"U S" Label Service — constantly alert to the needs of Label users, large and small... is complete, from trade-mark guidance and packaging counsel to designing and producing printed or lithographed labels. We'll gladly send you a "U S" Label-Demonstration Portfolio with our compliments. Use the coupon.

"Our Products Help Sell Your Products"

THE UNITED STATES PRINTING & LITHOGRAPH CO.



... Fill in and mail this coupon to nearest address

312 Beech St., Cincinnati 205-M W. Wacker Drive, Chlcago	52-M E. 19th St., New York 412 Cross St., Baltimore
GENTLEMEN: Kindly send us, without charge "U S" Label-Demonstration Por	
Company	
Address	
City	State
Individual	



J.L. FERGUSON COMPANY, JOLIET, ILLINOIS

BRANCH OFFICES

NEW YORK CHICAGO ST LOUIS
SAN FRANCISCO CLEVELAND NEW ORLEANS

ARTON SEALING MACHINES

UNSOILED BY FINGERPRINTS DUST OR DIRT

When this insert was lacquered, we left the portion at the right uncoated so you could make a comparison and a test. First compare the lacquered and unlacquered portions of this ad. Note the brilliance and vividness of the colors on the lacquered side, and, by comparison, the dingy, unattractive appearance of the unlacquered portion.

To test the durability of this finish, we invite you to deliberately soil the surface of this page with thumb prints, dirt, grease, ink, or any other form of grime you may choose. Then wipe the soil off with a damp cloth. Compare the results obtained. You will be agreeably surprised to see how easily the lacquered portion of this insert is restored to its original and attractive freshness, while the unlacquered part remains soiled beyond repair. You can easily have this same beautiful protection on your product, whether it be a wrap, carton, label, or display.

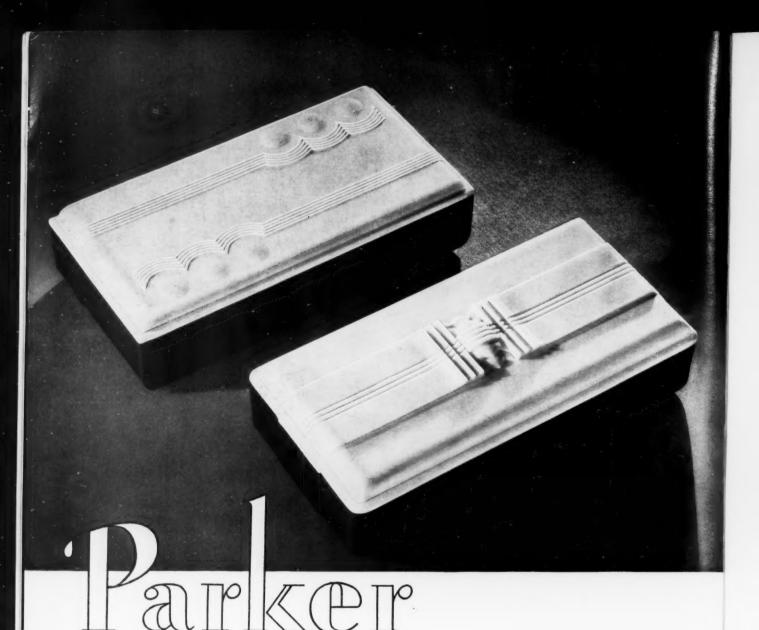
Egyptian Paper Coating Lacquer is formulated for application by regular roller-coating machines; such as are used to apply ordinary spirit varnish. It dries quickly and does not become tacky nor does it scratch easily or scuff with handling. Neither does it discolor white or light colored areas.

We invite your inquiry for further details

THE EGYPTIAN LACQUER MANUFACTURING CO.
90 WEST STREET, NEW YORK

The lacquered portion of this insert is treated with one coat of EGYPTIAN PAPER COATING LACQUER

EGYPTIAN LACQUER

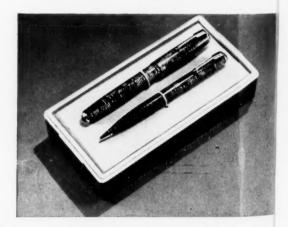


VACUMATIC REG. T.M. L

THEN the Parker Pen Company, Janesville, Wis., announced its new sacless Vacumatic pen, this attractive utility box, designed and molded of Textolite and Plaskon by General Electric, was chosen over competitive designs. The enthusiastic acceptance of the new pen is due, in large measure, to the smart plastics case which accompanies each set. The box can be used for cigarettes or boudoir trifles after the pen and pencil have been removed.

Again Textolite has helped to increase the sales of a nationally known product. Textolite can help you, too. Consult a General Electric plastics specialist on adapting Textolite to your product. Write today for a copy of "General Electric Complete Molding Service." Plastics Department, General Electric, West Lynn, Mass.

INCREASES SALES WITH TEXTOLITE





GENERAL & ELECTRIC





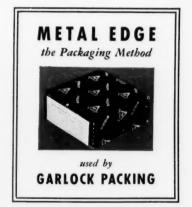
M. E. METHOD OFTEN EFFECTS REAL SAVINGS

Plus values . . . extra dividends . . . that's what economies arising out of the Metal Edge packaging method might be called.

Frequently Metal Edge packaging is adopted in the first place because the method fits in so smoothly with production. Or because it gives stronger boxes — packages with unusual sales and advertising value—or because of its many other conspicuous advantages.

Then, having adopted the method, many firms are delighted to testify that, everything considered, they are actually saving money. Big users of boxes report packaging economies running into thousands a year, smaller concerns benefit proportionately.

We urge no one to consider Metal Edge packaging primarily as a means to save. But if you want better, sturdier paper boxes, a packaging method "engineered to fit your business" PLUS a good chance to enjoy "extra dividends," write for your copy of "Profitable Packages."



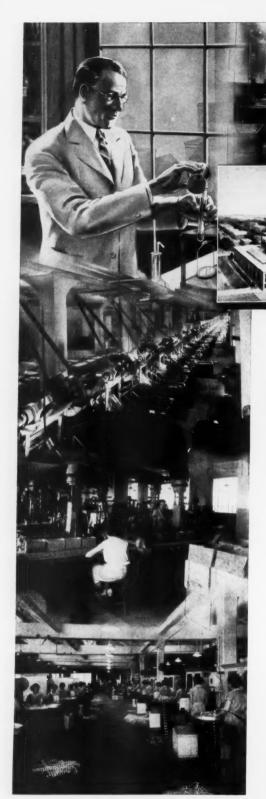
LES

ITE

NATIONAL METAL EDGE BOX COMPANY

334 North 12th Street A Philadelphia, Pennsylvania

METAL EDGE...STRONGEST PAPER BOX



Changing_

MODERNIZING FOR FINER PRODUCTS

CCS is fortunate in being able to maintain constant improvement in its products and methods. By keeping in close touch with the technological developments of many industries and by maintaining an unusually alert experimental and research organization, CCS is equipped to supply the latest and most dependable closures that can be made. You pay no premium for caps made in the world's largest and most modern plant.



CCS LUG CAP The better quarter turn cap

CROWN CORK & SEAL COMPANY - BALTIMORE, MD.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



For this intelligent application of the re-use container idea to typewriter ribbons—for a stunning package—due recognition is paid to Horders, Inc., Chicago. Top cover of brass, enameled in blue and gray with nickel trim, carries a metallic mirror on the inside. Powder sifter is included with each ribbon.

The smartly designed Stanley Metal Seal is a crowning touch that heightens this package's irresistible appeal. It gives Horders' trademark the effect of a gem suitably set in the handsome container, and accents the whole note of precious value.

Let us show you how Stanley Seals or Labels can be used to distinguish your packages, and proclaim quality in your product. Inexpensively! No obligation.

> New York Sales Office: Room 913, 200 Fifth Avenue

Chicago: 714 Westminster Building, 110 S. Dearborn Street

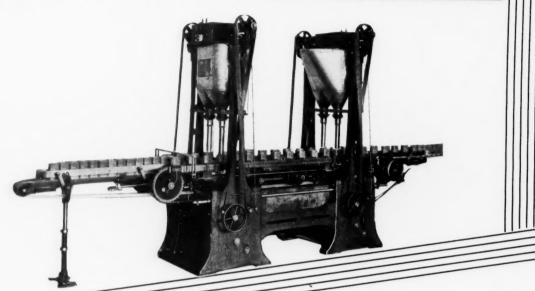
STANLEY

The Stanley Mfg. Co., Dept. M-3, Dayton, Ohio Please send us samples, and information on your metallic seals and labels, for our packages.

Name

Address

Use the Machine the Leaders Use When You're After BIG PRODUCTION



Fully Automatic THE MODEL MN GROSS WEIGHER

This National model is a tandem station machine which automatically divides the empty containers into two lines and re-assembles the filled ones into one line. First two stations fill by volume . . . other two dress up, by weight, accurately. Thus the greatest speed is combined with the utmost accuracy. Like all National machines, this is easily adjusted to different sizes and shapes of container. Speeds—up to 120 per minute. Operators required, NONE!

For full details about this and over thirty other National weighing, packaging and box-making machines, write today and let us help you with your problems.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

CVACING NACHINEDY CO

NATIONAL PACKAGING MACHINERY CO.

459 Watertown Street, Newtonville, Mass.

Branch Offices

EW YORK . CLEVELAND

CHICAGO . SAN FRANCISCO

LONDON ENGLAND

printed SYLPHRAP

REG T. S. PAT OFF.





PROVIDES

A GAY DISPLAY

AND KEEPS THE PRODUCT FRESH

MOISTUREPROOF SYLPHRAP

(transparent cellulose)

IS THE ARISTOCRAT OF TRANSPARENT WRAPS

MANUFACTURED BY

SYLVANIA INDUSTRIAL CORPORATION

SYLPHRAP DIVISION

122 LAST 42nd STREET

NEW YORK CITY



TOWER OF STRENGTH F000 BEVERAGES New ideas of construction and design made the modern sky. New ideas of construction and strength to house man's activity New ideas of construction and design made the modern skyly hose house man's activity hose house man's activity hose house man's activity hose house have mode hose scraper possible a and new construction have mode hose scraper possible a and new construction have modern skyly scraper possible a and new construction have modern skyly scraper possible a and new construction have modern skyly scraper possible a sign and new construction have modern skyly scraper possible a sign and new construction have modern skyly scraper possible as a sign and new construction have man's activity. seraper possible—a tower of strength to house man's activity. Straper possible—a tower of strength to house and protect the troducts and new construction have the troducts and protect the containers to house and protect the design and new containers to house and protect the troducts sible concors containers to house and protect the design and new house and protect the design and new house and protect the design and house and Similarly, new design and new construction have made products to house and protect the products to house and protect of the products of man's skill. HARDWARE man's skill. Concora Modern Packaging can be adapted to many industration of the concora to the consultation of the consultat Concora Modern Packaging can be adapted to many industrial to many ind tries. It includes corrugated and solid fiber shipping cases for an endless and rolding cartons in endless are enormous number of uses, and folding cartons in endless an enormous number of uses, and folding cartons in endless wariety of size and purpose. triety of size and purpose. dominate retail shelves with Concora folding cartons and attention getting design. Concora toding carrons dominate retail shelves with design. Concora toding carrons and attention gettings or of the countries of the concora ethioping cases transport countries of the concora ethioping cases of the al quality appearance and attention getting design. All quality appearance and attention getting design. To a specific to a sp of man's skill. Concors shipping cases transport countless por concors shipping cases transport and provide space to the condition at the contract of the cont ucis in perfect condition and provide space for decords in perfect condition and provide space of people. Delts in perfect condition and provide source of people in perfect condition and provide space of people. an enormous number of the and purpose. inted messages that reach thousands of people. Inted messages that reach dependable source of Learn to know this one of routing the land to be a suited to Learn to know this one dependable source of types. Learn to know this one dependable source of container types. Supply for a wide range it is secular types. Supply for a wide range of container thou supply for a serve you as it is serving thouse Concora can serve you as it is serving thouse same country's biggest shipports concora can the country's biggest shipports and the country's biggest shipports. Contours can serve you as it is serving thouses shippers. REFRIGERATORS FOLDING CARTONS for Drugs, Meat, Cosmetics, Toys, Soap, Food, Liquor, Lotions, Confectionery, etc. . CORRUGATED OR SOLID FIBER SHIP-PING CASES for Food, Shoes, Automotive Parts, Hardware, Clothing, Glass, Oil, Paint, Soap, Tobacco, Mattresses, Box Springs, etc. . . . WOOD-CLEATED SOLID FIBER CASES for Refrigerators, Radios, Fireplaces, Washing Machines, Coffins, Cabinets, Furniture, Stoves, etc. CONTAINER CORPORATION OF AMERICA General Offices: 111 W. Washington St., Chicago, III.-Mills, Factories, Sales Offices at Strategic Locations



Enhanced Appearance.. Added Protection

S-W Chafe-Resisting Label Varnishes give can labels an added smartness, brilliance and eye appeal. They satisfy the demand for a velvety gloss finish that snaps up the colors and protects labels against soiling, scuffing, scarring and smudging. From the standpoint of increased product sales, these are

S-W Chafe-Resisting Label Varnishes also reduce the tendency for can labels to tear when subject to abrasion, and to loosen due to mois-

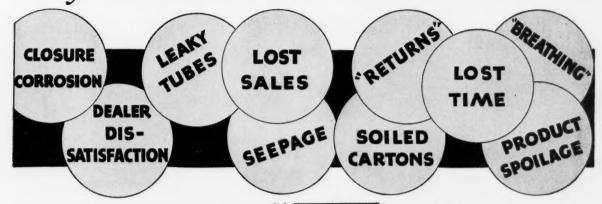
ture penetrating the labels and softening the glue. Yet these improved Spirit Label Varnishes are very economical in cost per gallon and have exceptionally good coverage.

Whatever your paper work or metal packaging finishing requirements, remember that Sherwin-Williams is finishing research and engineering headquarters. Write The Sherwin-Williams Co., Cleveland, Ohio, regarding your finishing requirements. There is no obligation, of course.



important factors.

Why Tolerate these "Leaker" Losses?



Eliminate them ALL with the WESTITE HERMETIC CLOSURE Are you one of the many manufacturers who are for Collapsible Tubes

Are you one of the many manufacturers who are taking your collapsible tube "leaker" losses for granted, considering them as "necessary evils"?

One manufacturer told us of having had over a half-million tubes returned in one year because of seepage and corrosion; another, that more than half the tubes in his export shipments were returned or sacrificed as "seconds" from the same causes. You may not be so hard-hit but whatever your visible—or hidden losses from lost customers—you need no longer tolerate them.

Users of the new Westite Hermetic Closure close their tubes with a leakproof seal which is even stronger than the tube walls.

Besides eliminating "leaker" difficulties, this new closure has three other major advantages:

Less tube metal required All clip expense eliminated Simpler sealing mechanism required

Also oily products or product ingredients that seep through current type closures almost immediately as well as food products that deteriorate from contact with air can be packaged in tubes sealed with the Westite Closure without danger of either leakage or spoilage.

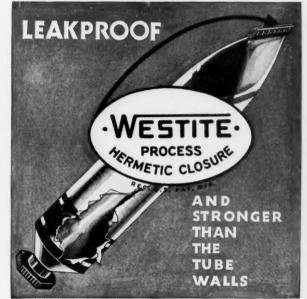
Send us some of your own tubes and material for a demonstration of this closure. You may be able to secure all the advantages of this new closure with your present equipment. Let us tell you how.

FISTOKES MACHINE COMPANY

Packaging Equipment Since 1895 5970 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office: 103 PARK AVE.

Los Angeles Office: 1231 E. 7th ST. Cincinnati Office: 230 WILMUTH AVE.







The plastics industry has been marching on to new achievements—and MODERN PLASTICS brings all new developments to its readers, speedily, authoritatively, accurately and brimming with interest. New developments within this industry are now preparing it to march on with an even faster tempo. Every month brings to light new achievements in plastics, new applications, new processes, new cost-reductions and quality improvements.

Whether you now use plastics or not, these new developments will be of vital importance to you and your business. Many of them are closely allied to the packaging industry. Keep abreast of plastic progress through the pages of MODERN PLASTICS. It is issued monthly by the same publishers as MODERN PACKAGING. The subscription price is the same—\$5.00 per year. Write your name and address in the margin below and mail it to us—we will start your subscription immediately and send you invoice.

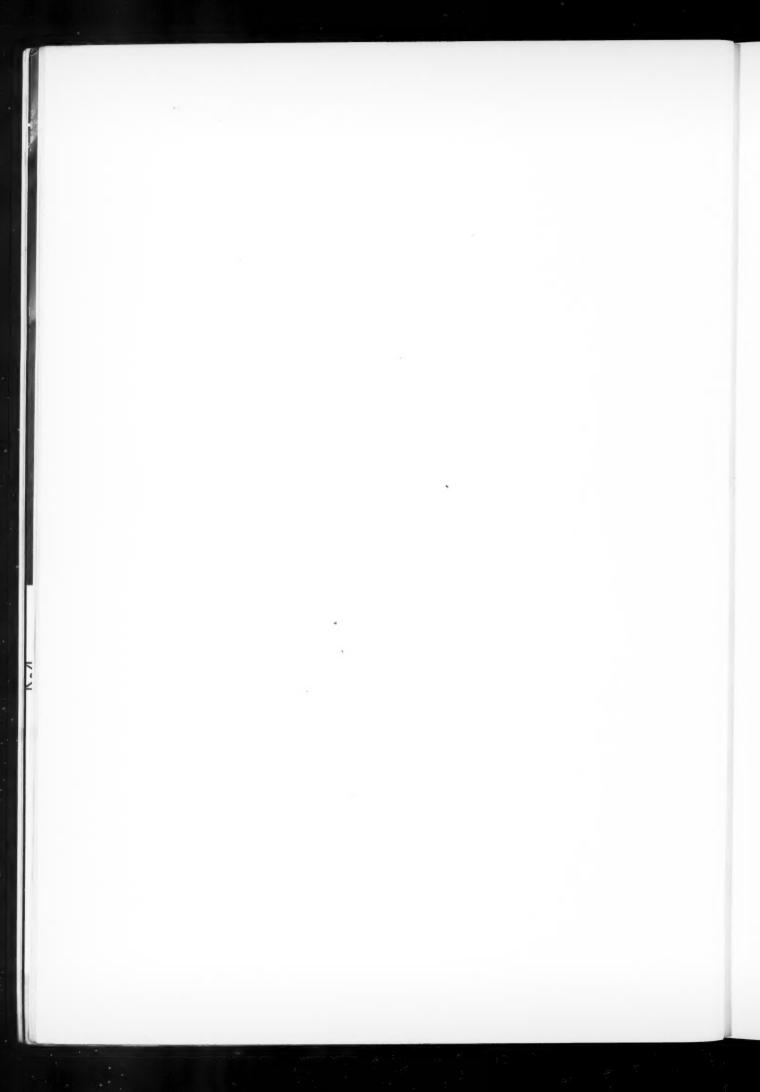
MODERN PLASTICS

Breskin & Charlton Publishing Corp. 425 Fourth Avenue, New York City

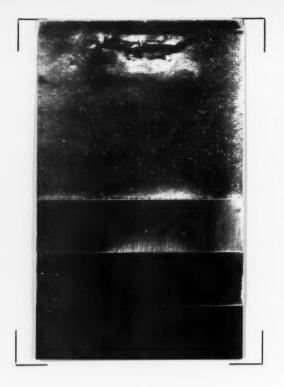
KELLER DORIAN

THE HOUSE OF QUALITY

Mnnounces....



.... the opening of a plant at Stamford,
Conn. for the manufacture
of
STAINLESS METAL FOILS



PROTECTION AND EYE APPEAL PLUS

HEAT PROOF
ODOR PROOF
LIGHT PROOF

VERMIN PROOF

MOISTURE PROOF

PERMANENT BRILLIANCY . . .

. . ARE ALL THE QUALITIES WHICH WILL BE INCORPORATED IN YOUR PRODUCT WHEN PACKED IN STAINLESS METAL FOILS.

THE PRACTICAL AND ECONOMICAL GENUINE METAL LEAF COVER MADE OF ONLY THE BEST QUALITY METAL OF UNIFORM THICKNESS.

STAINLESS METAL FOILS Are also the proper insulating materials as they have the power to reflect 95% of all radiated heat.

A large list of perishable and semi-perishable products can today be protected and saved. Stainless Metal Foils are the ideal protection for:

PERISHABLE

Butter Candy in its various forms Chocolate Chewing Gum Tea

Tea Cake Cheese Yeast
Ice Cream
Cut Tobacco
Cigarettes
Soap
Milk (Bottle Caps)
Photo Films

SEMI-PERISHABLE

Box Covers

Box Liners

Cartons

Bottle Cap Liners

Typewriter Ribbons

Labels

Vanity

Gift W

Window

Bottle Necks

Vanity Boxes
Gift Wrappers

Window Displays
Housing Insulation

OUR PLAIN STAINLESS METAL FOIL CATALOG IS AT YOUR DISPOSAL

KELLER-DORIAN

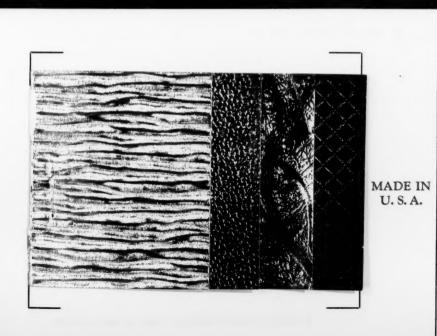
KELLER-DORIAN

STAINLESS METAL FOIL in its various finishes, PLAIN AND EMBOSSED IN SILVER, GOLD, COPPER, GUNMETAL AND ANTIQUE will hold and attract the eye.

They are the most effective sales medium your product can possess in dressing up your cartons, boxes and all types of packages. The advantages of product protection, durability and display value are combined in these finishes.

Although our Stamford plant is a new mill, it is backed by the knowledge, experience and craftsmanship of our long established European mill, the original manufacturers of foil backed paper.

OUR LIGHT EMBOSSING, HEAVY EMBOSSING AND ANTIQUE CATALOGS CONTAIN OUR FULL RANGE OF DESIGNS AND FINISHES.



... COTTON VELOUR

On the 18th of March 1888, Mr. A. Keller-Dorian always in search of original and beautiful effects discovered that by applying crushed cotton in powder form on a paper covered with a mordant coating, a perfect imitation could be obtained of

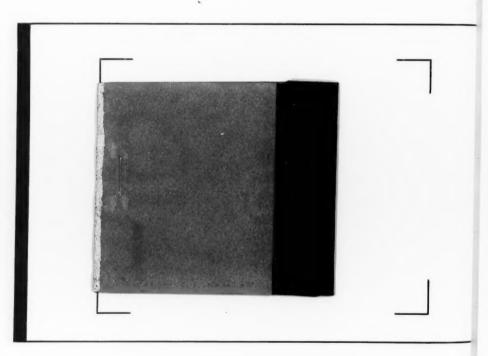
SUEDE LEATHER

This stroke of genius started Keller-Dorian's fame and prestige. Since that memorable day which marks an important phase in the history of Fine Cover Paper Manufacturing

KELLER-DORIAN'S COTTON VELOURS

have attained far reaching renown. All select and exacting users and designers in North and South America, Europe, Asia and Africa have, during these many years acclaimed this quality as the outstanding creation in cover papers.





Obtainable in the twenty exquisite colors contained in our 1936 Catalog.

KELLER-DORIAN

KELLER-DORIAN

SILK VELOUR

symbol of Beauty — Distinction — and Quality known the world over as the Aristocrat of all DeLuxe Cover Papers.

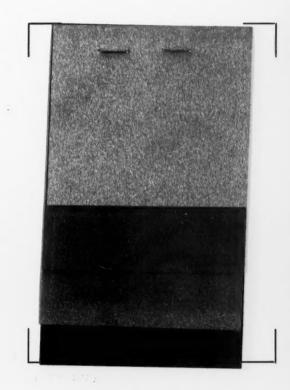
Comes to you in thirteen exquisite colors of appealing freshness.

The use of SILK VELOURS assures the Attention, Value and Magnificence that only this unique real silk surface of outstanding quality can provide.

Exceptional effects can be obtained by printing SILK VELOUR'S unusual surface in line or halftone.

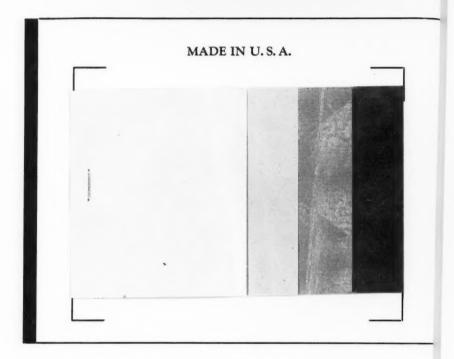
In SILK VELOUR, Keller-Dorian have arrived at a masterly portrayal of color harmony, beauty and effectiveness.

> Ask for our 1936 SILK VELOUR Catalog



10th Price Reduction brings the cost of this quality to 50% of its original value.

KELLER-DORIAN



presents a new Pearl Paper—MOTHER OF PEARL—so low in cost that it permits its use in every field.

ODORLESS NON-CURLING PERFECT PRINTING QUALITIES ABSOLUTE CONTROL OF CRYSTALLISATION

these combined features make Keller-Dorian's 1936 MOTHER OF PEARL ideal for:

Boxes
Greeting Cards
Candy Packages
Announcements

The faint and exquisite pastel shades of the South Sea Shells are reproduced and are available in the many colors contained in our Catalog.

Ask for our MOTHER OF PEARL Catalog

CONTINENTAL GLOSS

comes to you in many colors and designs. The soft luxurious effects shown in our 1936 Continental Gloss Catalog will lend to your

Boxes

Cards

Catalogs

Displays

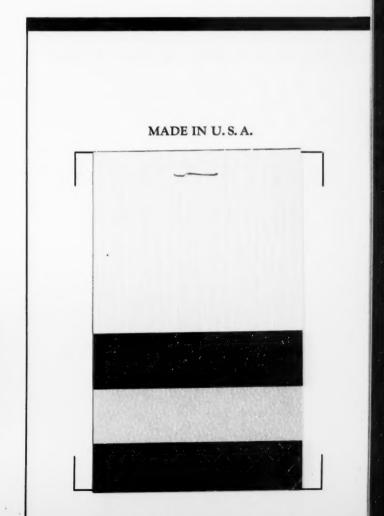
Beauty and Character

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

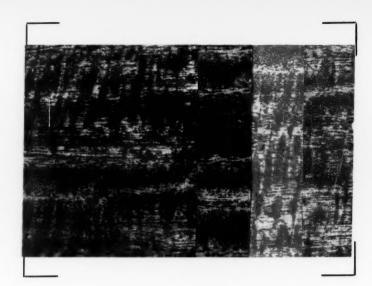
SMART, PRACTICAL and ECONOMICAL

Our 1936 Continental Gloss Catalog is available on request.

KELLER-DORIAN



MADE IN U. S. A.



WOOD GRAIN PAPERS

KELLER-DORIAN in 1936 makes available a series of wood effects closely resembling

OAK PLATANE SYCAMORE
BIRCH CHESTNUT MULBERRY
POPLAR ROSEWOOD MAHOGANY

These papers possess admirable decorative, printing and working qualities so essential to the beauty and construction of boxes, greeting cards, displays and catalogs.

Their low price range and the fact that they are carried in rolls make possible their use for quantity production.

The following papers are fade proof and water fast:

Platane Sycamore Chestnut
Birch Rosewood Mulberry

ASK FOR OUR 1936 WOOD GRAIN CATALOG

KELLER-DORIAN

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THE PRATT PAPER COMPANY, 136 Federal St., Boston, Mass. THE MATTHIAS PAPER CORPORATION,

425 Arch St., Philadelphia, Pa.

THE QUEEN CITY PAPER COMPANY,

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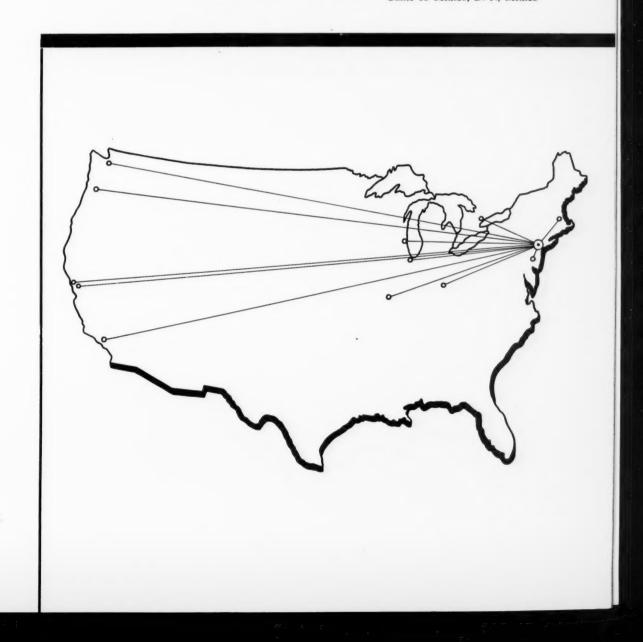
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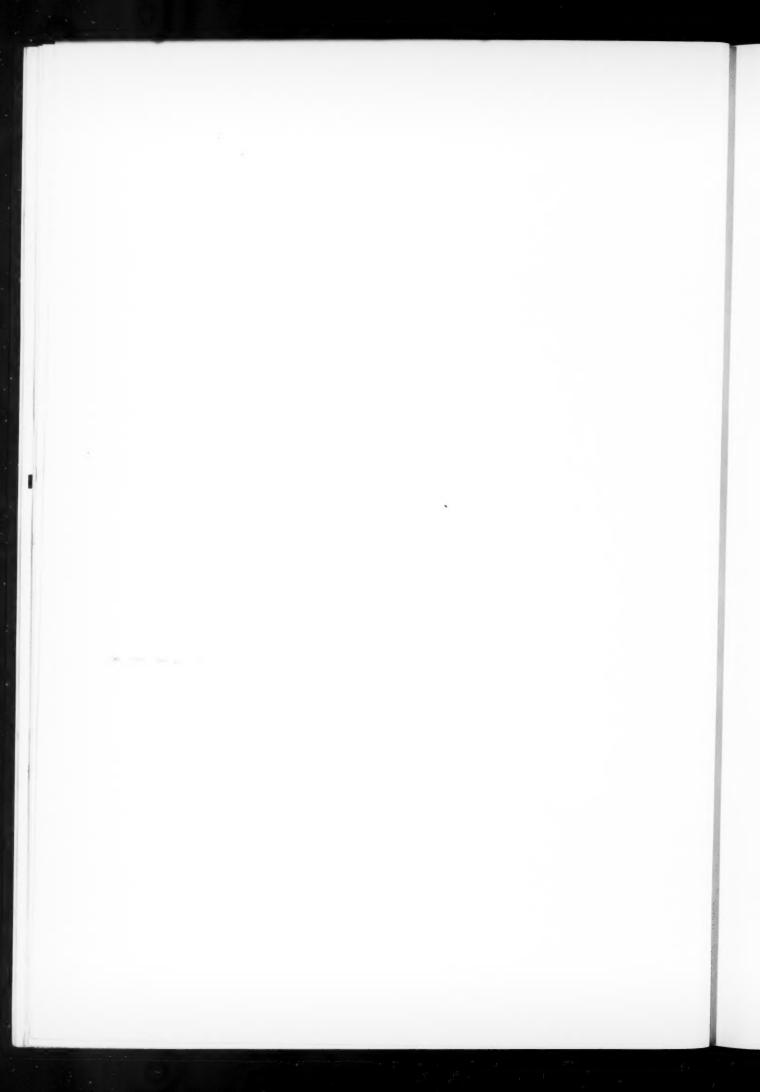
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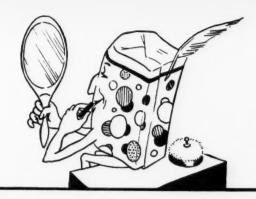
PAPER SALES LTD., 11 King St. West, Toronto, Canada.

PACIFIC & ATLANTIC TRADING CO., S. A.,

Gante 15 Mexico, D. F., Mexico







WAR PAINT FOR OUR DAILY BREAD

A few years ago, a loaf of bread was an inconspicuous item among the enticements of a grocer's shelves. If a baker had his name in one color, Railroad type, on the wrapper . . . that was enough.

But nowadays, with all bakers claiming more vitamins, more health, happier husbands and less burnt toast, the question of selecting one from the rest comes right down to: Who's got the wrapper with the most sales appeal?

So Mr. Baker's name on the wrapper is no longer enough. Nor is the printing press that printed the old wrapper capable today of turning out four and five-color masterpieces of buy-impelling decoration.

A Kidder "Three Point" Press is capable. For example, a Mid-Western wrapper manufacturer has reported himself "more than delighted" with a 5-color, roll-to-roll, arc-type press recently installed. It's operating up to 700' a minute, often with long runs of solid colors, and has given trouble-free service from the first day . . . An Eastern manufacturer is operating the first stack-type press (4 colors) having Kidder patented form roller setting device and the new "bow" principle with the compensators on the back of the web . . . And on the Pacific coast, another "first of its kind", a three-color offset press with a single impression cylinder, is proving itself successful.

Manufacturers with equipment like that are really in line for business. That's why it's a good idea to keep the name "Kidder" in mind—for, today, 20% of all transparent cellulose, 60% of all vegetable parchment, 90% of all wax bread wrappers and a major share of all foil, glassine, cardboard, tissue, etc., come off Kidder Presses.

Meanwhile, you can have complete information on "Three Point" Presses if you will describe your set-up in a letter and

Send it to Kidder . . .

who will tell you how a "Three Point" Press can do your work more profitably, and who makes machinery for printing wrappers, cartons, labels; bronzers; special printing machinery for individual packaging jobs.

U.P.M. KIDDER PRESS COMPANY Incorporated

.

Chrysler Building, New York; Fisher Building, Chicago; Toronto, Ont.

Represented on Pacific Coast by Harry W. Brintnall Company



MAIN OFFICE AND PLANT DOVER, NEW HAMPSHIRE

3824



THE Sales Value OF THE AMERSEAL SEALING PRINCIPLE

LOOK AHEAD to the final step in merchandising — when consumer and package meet face to face. Can the closures you use possibly help you there? Can they be an inducement for buying?

The answer is that they can and are if packages are sealed with Anchor Amerseals. For house-wives generally recognize at once the distinctive appearance of these caps. They have a vivid recollection of how easily they remove and how conveniently they reseal. Buyers are naturally, perhaps sub-consciously, prejudiced in their favor because for years many hundreds of millions of Amerseals have taught them that there is no cap easier or simpler to remove. Other things being equal, people will buy those packages and products that are capped by Anchor Amerseals.

It is the Amerseal sealing principle that does it ... but, of course, public acceptance rests on a broader foundation than mere convenience. The scientifically secure air-tight and leak-proof seal of Anchor Amerseals delivers the contents to the user pure, unspoiled and uncontaminated. Their ease of application makes them a favorite with manufacturers and packers. Their neat, trim appearance helps sales. Even retailers will often explain and point out their virtues.

For adding sales value to your packages, find out more about what Anchor Amerscals have to offer — write for our booklet describing them in detail. Anchor Cap & Closure Corporation, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.

Whether you use bottles or jars, whether you process your foods, pack them hot or cold, sterilize them, or use a vacuum, there is an Anchor Amerseal to meet your needs. Below, left to right: Bottle Cap, Jar Cap, 2 piece Anchor Amerseal with inner sealing disc. Gasket lined Anchor Amerseal. Available lacquered, coated or lithographed with your design.



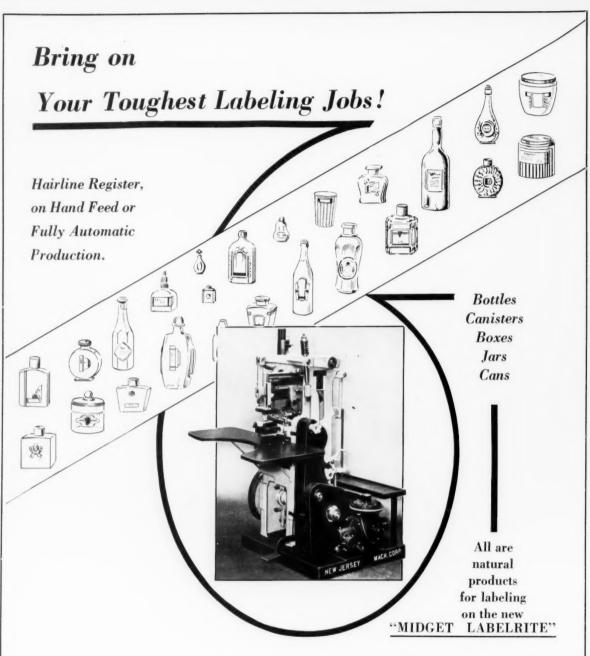


A LUSTRE and a GLITTER

Two things give life and brilliance to glassware — the clarity and pure color of the glass itself, aided and abetted by designs that reflect and radiate light. Capstan is well qualified to give you both; witness the two examples shown in the illustration above, the tumbler for later use as an "old fashioned" glass on the left, and the wide mouthed food jar to the right.

Capstan possesses the equipment and the facilities for making clear, colorless glassware with a brilliance and sparkle that fine glassware should always have. It has the skilled designers and the mold makers to produce attractive, modern, and practical designs that take full advantage of the inherent attractiveness of the material. May we show you our wide array of designs suitable for the particular food products you are packing or contemplate packing? Capstan Glass Company, Connellsville, Pa. Associate Company: Salem Glass Works. Branch offices in all principal cities.

CAPSTAN Glass



Sensational simplicity in applying embossed or plain, paper or metal labels, gummed or ungummed stock—all shapes!

This Midget Marvel is built to do things other labeling machines cannot or will not do. Seepage of glue, requiring wiping of containers, is eliminated. Register is perfect; handles every type of label we have seen; costs under a thousand dollars, with simple change parts for widely varying sizes costing no more than about \$15.00 The model shown at the Packaging Show planned to apply sizes from $\frac{1}{2}$ inch to $\frac{31}{2}$ inch square . . . Get the facts, and challenge us with your problem!

NEW JERSEY MACHINE CORPORATION

1550 Willow Avenue, Hoboken, N. J.

Chicago office, 549 West Washington Boulevard



All right, Mr. Manufacturer.

You want dealer cooperation. You want dealers to show your product in their windows... on their counters... in their show cases. You want it out where consumers can see it, ask about it, reach for it.

You know how most display space in retail stores is secured — through free merchandise deals, special inducements that cost money. But there's no inducement like consumer demand. That costs nothing. Other inducements become unnecessary when dealers find that your product invites inspection, arouses interest, prompts a consumer to buy on sight.

designed packages make your product stand out, reflect the quality of your merchandise, offset price competition, provide a forceful climax to your advertising and merchandising efforts at the point of sale. A salesimpelling influence on the customer — in the store — makes a

package by Ritchie a real merchandising medium.

You can obtain this priceless display value for your

product with a well styled package. Ritchie-



Now in preparation, a valuable, informative brochure on new developments and trends in packaging. Describes the Ritchie organization in detail, how it operates and how it can help you. Write now and reserve your copy.



W. C. RITCHIE AND COMPANY * 8849 BALTIMORE AVE * CHICAGO

NEW YORK

PHILADELPHIA

DETROIT

MINNEAPOLIS

ST PAIN

LOS ANGELES

ST. LOUIS

FT. WAYNE





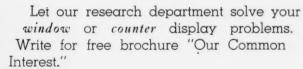
—is another reason why we are proud to have produced this "self-serving" display merchandiser!

PLAN CAREFULLY

DUP

hane

This merchandiser proves the value of scientifically conceived "Point of Purchase" Advertising—designed by us to meet each specific need or condition.

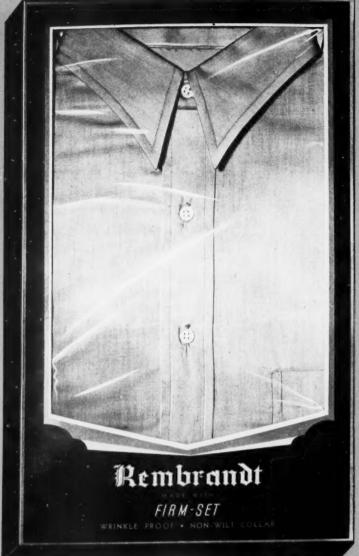




THOMAS A. SCHUTZ Inc.

CHICAGO, ILLINOIS

WINDOW DISPLAY and INSIDE STORE ADVERTISING



WITH

.. that's the modern way in which we are designing and manufacturing many boxes and cartons.



WITH WINDOWS is the way to see through to SALES with many a packaged product nowadays. A few of our recent creations are illustrated above. Let us show you what we could do for YOU. And remember we are also headquarters for quality folding cartons, display containers, counter and window displays.

brooksaporter

MAIL THIS COUPON [

BROOKS & PORTER, Inc. 304 Hudson Street

Please tell us how we can best apply window cartons to our product.

Samples of NAME
our product
are being mailed under separate



Heavy, awkward packages have no place in a rapidly moving packaging world. To the fleet-footed belong the sales victories . . . to the dainty, lightweight, convenient carriers of modern products go the worth-while profits. And Kimble Glass Vials secure more than their share of sales for the articles they transport.

Retempered for strain-free strength . . . light in weight . . . Kimble Vials weigh from 40 to 60% less than moulded bottles of equal capacity. They travel for less, cut shipping costs to a marked degree, and guarantee safety and sanitation right into the customer's hands.

Why trifle with cumbersome packages when it costs less to use Kimble Vials? Why accept mediocre appearances when Kimble Vials impart that personality and eye-appeal so necessary to win the attention of a package-conscious public?

Kimble Vials are available for many types of closures to fit almost any need. Consult Kimble FIRST...it's a step toward assured sales success.



Doxes

KIMBLE GLASS COMPANY · · · VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON



ABSOLUTELY AND WITHOUT QUESTION THE FINEST, MOST ECONOMICAL CAPEVER PRODUCED

IMPROVED CONSTRUCTION WITH MANUFACTURING EQUIPMENT ENTIRELY AUTOMATIC PERMITS GREAT SAVINGS IN COSTS WHICH ARE REFLECTED IN OUR QUOTATIONS OF TWENTY TO THIRTY PER CENT BELOW REGULAR STANDARD PRICES.

A STRONG STATEMENT AND THE FACTS THAT STAND BEHIND IT



BOSTON, MASS.



A REGULAR SHELL



A thoroughly modern plant completely equipped with every up-to-date, automatic device for the handling of large or small orders.

Our customers are assured of prompt delivery and the accurate completion of contract shipments.



A REGULAR FILLER

THREADED portion cannot possibly turn independent of outer shell.

LINER is positively locked in place and cannot fall out of shell in capping machine or become loose when in use by consumer.

THE special Kep-Ark expansion ring is locked but not rigid and immediately adjusts itself to any glass irregularities.

MAINTAINS a perfect seal yet is easily unscrewed without excessive friction.



AND A MARVELOUSLY INGENIOUS KEP-ARK RING, WHEN ASSEMBLED CREATES—

Patented No. 2,009,666



THE FINEST, MOST ECONOMICAL CLOSURE EVER PRODUCED.

THE KEP-ARK SINGLE CAP EQUIPMENT WILL START DELIVERIES IN MAY.

A SPECIAL AUTOMATIC LITHOGRAPH COIL PROCESS PERMITTING A TREMENDOUS SAVING IN PRICES NOW OUOTED.



BOSTON, MASS.

PACKAGING
* CATALOG
* * 1936

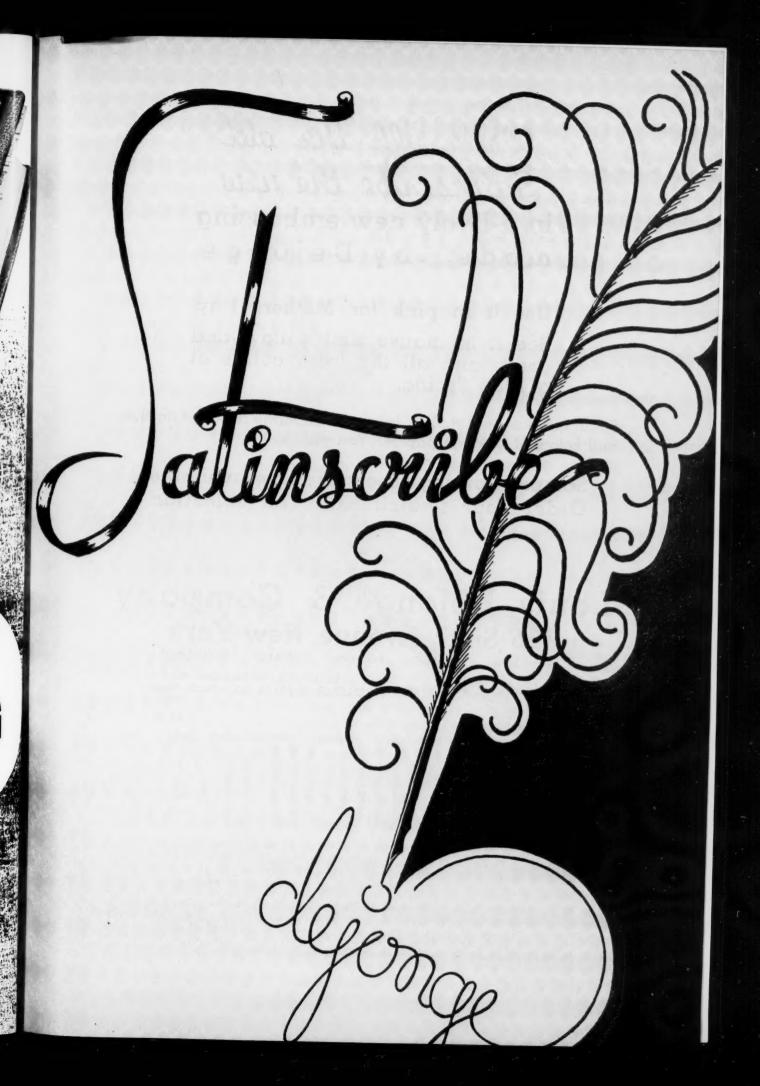
PACKAGING CATALOG

- * JUST OFF THE PRESS
- **★ GET YOUR COPY NOW**—

BRESKIN & CHARLTON PUBLISHING CORPORATION

425 FOURTH AVE.

NEW YORK, N.Y.



Write off the old Satinscribe the new in a lively new embossing mode...by Dejonge.

Use it in pink for Mothers Day. See it in mauve and yellow and green and all the fresh colors of a 1936 Spring.

See it glazed, see it dull, or in any of the large range of finishes and colors of Dejonge papers. You will like it.

Sample working sheets are now available. Order your swatch NOW for selection.

Louis Dejonge & Company 155 Sixth Avenue, New York

PRANCHES.

CHICAGO,

BOSTON.

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DICHMONE

Authorized Representatives:

D. L. WARD CO.,—Philadelphia, Pa.
ZELLERBACH PAPER CO.,—Pacific Coast

Postage Will be Paid By Addressee

Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD First Class Permit No. 14763, Sec. 510, P.L. & R., New York, N.Y.

LOUIS DEJONGE & CO.

NEW YORK, N. Y.

LOUIS DEJONGE & CO.

155 SIXTH AVENUE, NEW YORK

GENTLEMEN:

Colors.

FIRM

ADDRESS

CITY

NAME

A LOOK!.. A LEAP!

When products falter in the path of trade • swing out to NATIONAL • to new life and action • to smart, well-planned Containers. • NATIONAL devises modern modes in Container design and decoration. Under them, products spring forward into swifter sales.

A LEAP! . . .

A HAPPY LANDING!

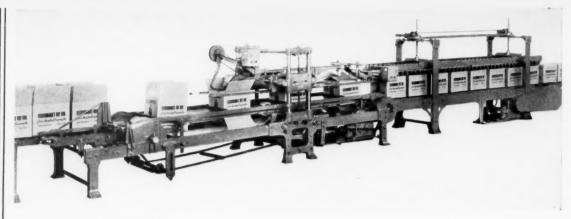
GO NATIONAL

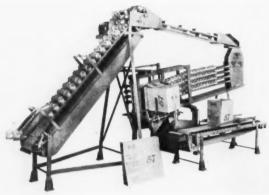
NATIONAL CAN COMPANY 'Inc.

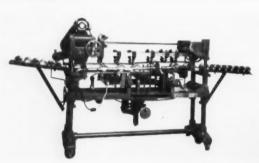
OR OVER A QUARTER CENTURY . KNOWN AS METAL PACKAGE CORPORATION

One of America's Largest Canmakers

SALES OFFICES AND PLANTS . NEW YORK CITY . BALTIMORE . BROOKLYN . CHICAGO . BOSTON . DETROIT . NEW ORLEANS







The Standard-Knapp Corp. because of its long experience in the packaging industry and its unsurpassed manufacturing facilities, has successfully developed the several pieces of equipment shown herein. This machinery, together with the other types of equipment which we manufacture, is generally looked upon as the last word in efficiency.

The Standard Gluing and Sealing unit is designed to meet the ever increasing demand for greater flexibility in adjustment and perfection in the sealing of shipping cases.

This can easing unit was developed to handle labeled sanitary cans at high speed without injury to cans or labels. Units of this kind are operating at a speed of 600 to 700 cans per minute.

The new Standard-Knapp heavy duty, high speed can Labeler is a vast improvement on any of the Labelers heretofore offered. Much thought has been given in its design to the elimination of unnecessary parts and to ruggedness of construction.

A comparatively recent offering in the packaging field is the packer for packing square or rectangular packages into solid fibre or corrugated shipping containers. The machine shown is casing 700 cakes of soap per minute with the use of only one operator.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 33rd Street 208 LONG ISLAND CITY, N. Y.

208 W. Washington Street CHICAGO 1001 Society for Sav. Bldg. CLEVELAND 909 Western Ave. SEATTLE

420 S. San Pedro St. LOS ANGELES 189 Second Street SAN FRANCISCO Windsor House, Victoria St. LONDON, ENGLAND

MODERN PACKAGING

30

You hest in worth sure reach

Sealin W H

New Yo

THAT CREATES REPEAT DEMAND

E C. TINN To open PRY OFF-USE BACK EDGE OF TABLE KNIFE Vacuum Sealed This jar HAS SCREW THREADS FOR HOME CANNING. STANDARD MASON JAR CAL AND RUBBER RING RESSING NOTE: Customers like added utility of jar with screw threads.

OUR EXCLUSIVE VAPOR-VACUUM SEALING PROCESS
WITH WHITECAPS PREVENTS DETERIORATION



IN WAREHOUSE STOCKS ON DEALERS' SHELVES

IN THE HOME

It eliminates the oxidation, which causes rancidity and discoloration, the ninety day pick-up from dealers, and customer dissatisfaction.

You have carefully blended the choicest ingredients into a salad dressing worthy of bearing your name. Insure its original perfection when it reaches the home by Vapor Vacuum Sealing with Whitecaps.

WHITE CAP COMPANY

New York City • Chicago • London, England San Francisco, Calif.



ANOTHER PROGRESSIVE MANUFACTURER SEES VALUE OF "SHELF APPEAL" FOR PACKAGE . . .

Gay White's sales rise has been nothing short of sensational. A fine, new product, well advertised, is the secret . . . and part of that advertising (a most inexpensive part) was done right at the point of purchase by Gay White's beautiful A.C.M. clay coated Carton.

The "shelf appeal" that the brilliant printing surface, the smoother whiteness, the greater stiffness that an A.C.M. Carton gives your product is of vital importance to your selling and advertising efforts.

Write or phone and an A.C.M. trained representative will call without obligation.



* This new type white polish polishes white shoes twice at once, requiring only a quick going over with a damp cloth every other time. In one year, Gay White polish sales have spread from the deep South over the entire country.

AMERICAN COATING MILLS INC.

ELKHART, INDIANA

NEW YORK CITY . 22 East 40th Street

ATLANTA, GA William Oliver Building a

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Oc

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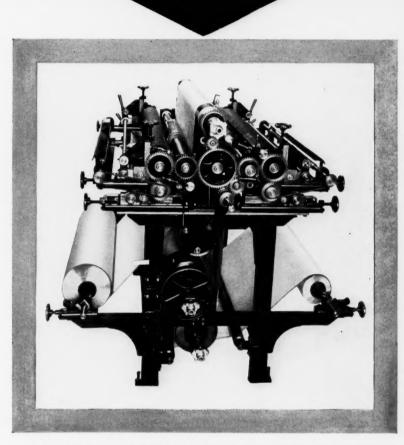
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CHICAGO

Wrigley Building

A PROFITABLE INVESTMENT

A DIFFERENT ROTARY PRINTING PRESS



2-COLOR "ALL-PURPOSE" PRINTING AND TINTING MACHINE

BUY THE "ALL-PURPOSE" and You Have All Machines—

Modern Steel Frames, electrically welded, permitting accessibility at all points. Self Aligning Ball Bearings throughout, Steam Heated Drying Cylinders.

Occupies minimum space and has High Production Speeds.

Any Color may be used; Aniline, Water, Oil, Rotogravure.

Will Tint Papers with Solid Colors or Mica.

Prints with Rubber or Metal Surface Printing Rollers or Rubber Plates, or by the Intaglio method with Photo-Engraved or Milled Copper Rollers.

The PRINTCOTE COMPANY

111 FIFTH AVE.

NEW YORK CITY





Three of the twelve containers of the Classic line (Pat. No. 94824). The Brilliantine the Wave-set—and the one ounce oblong,

• When the card on your desk says "representing Owens-Illinois Glass Company", and its bearer is ushered in, you can devote time to him with confidence that it will be well worth while.

This man comes to you with something to say—one of the most interesting stories in the business world. A real story of service that every business executive concerned with packaged products cannot help but find helpful.

The high-lights are these . . . Owens-Illinois, through its COMPLETE PACKAGING SERVICE, is qualified to shoulder your entire packaging problem. Its services start with the design of the most suitable, most saleable container for your particular product. Include the development of harmonizing label treatment. The selection of the most attractive cap, the most ef-

fective protective liner. Providing the most satisfactory cases for shipment. Every detail, every phase of your packaging requirements are centered in one competent source when you deal with Owens-Illinois.

And every phase of packaging procedure is constantly checked through the Owens-Illinois Packaging Research Division. Its facilities are always available to you for special services. Its endless efforts in the interest of those who pack in glass bring forth a constant stream of money-saving, time-saving developments.

These are among the reasons you will find it well worth your while to sit down and listen to the story of the man who is "representing Owens-Illinois".

Owens-Illinois Glass Company, Toledo.

COMPLETE PACKAGING SERVICE

34

MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION

425 FOURTH AVENUE, NEW YORK CITY

MARCH 1936

VOLUME 9

NUMBER 7

"Johnnie Walker" marches on

BY FRANK E. CARSON*

The story of a square bottle, an oblique label and a world's champion walker

NE of the most widely known products from Maine to Morocco, Chicago to Calcutta, Louisiana to London or San Francisco to Sydney is "Johnnie Walker" Whisky. Born in the highlands of Scotland with all that "peaty" flavor so individualistic to itself, and shipped across the Seven Seas, this liquid has become so widely accepted as to be termed and known as "Scotch." Equally well known and thus easily recognized, are the square bottle with the oblique label and the red-coated striding figure which are so closely associated with Johnnie Walker Scotch Whisky.

John Walker of Kilmarnock, in the year 1820, founded the concern that is now John Walker & Sons, Ltd., and established standards of manufacture and uniformity for the product that have been maintained devoutly through the generations. From the humble beginning of a supplier of a "special" whisky for selective palates at Christmastide, this firm has continued the original strict formulas, processes and practices which have become the creed of the House of Walker and are reflected in its every product.

For scores of years Johnnie Walker Scotch Whisky has been bottled in a square bottle. The precise date at which this distinctive container made its first appearance is shrouded in the mists of bygone records but it can be located with reasonable approximation at about fifty years ago. Sir Alexander Walker, the present chairman of John Walker & Sons, Ltd., and grandson of its founder, entered the family business in 1888. The square bottle was certainly in use at that time for the home trade, and was being gradually adopted for the export market.

The chief reason for choosing the square bottle was the desire to fit a distinctive product with a distinctive container. As far as is known, there was no other whisky at that time, put up in a square bottle. The square

bottle was favored because it was considered more practical, occupied less space and was neater and smarter in

There are certain countries where the duty is levied on the gross weight of the package, and consequently it became incumbent upon John Walker & Sons to produce a bottle as light as possible, consistent with safety. The amount of glass used to make the bottle for those countries was therefore cut down very much and in order to increase the strength of the bottle it was found necessary to alter the square panels slightly and make them convex in shape instead of flat. Nevertheless, even though these alterations were made for certain markets, the square appearance of the bottle was retained in a marked degree.

The latter part of the year 1928 marked the end of a period during which prolonged and searching tests had been carried out with various types of bottle closures. Screw, lever and stopper variations had been tried, and in February, 1929, the directors of John Walker & Sons definitely decided to adopt the now well-known and generally approved stopper cork. John Walker & Sons were the pioneers of the non-refillable bottle as a container for Scotch whisky, and for many years controlled a company operating some American patents of which they had secured the rights. This type of non-refillable fitment is still used in certain isolated markets which

^{*} Advertising manager, Canada Dry Ginger Ale, Inc.

refuse to give it up. Thus it can be seen that the selection and use of a suitable container and closure was definitely the association of manufacturing and distribution capacities as adapted to the requirements and demands of ever increasing markets, with dignified maintenance of original standards.

The body label which adorns the Johnnie Walker bottle today, is one of the most distinctive features of the container—mainly by reason of its oblique position. At the same time, it has undergone surprisingly little modification in more than half a century. In size and shape, it started its career just as the world knows it now. Sir Alexander Walker still recalls, with keen appreciation, the retort which his



father once made to a well meaning critic who was inclined to decry the small and modest label. The retort was this: "We sell whisky, not labels!"

The public is entrusted with discovering the merits of the goods inside the bottle rather than beguiled with any surplus impression on the outside of the bottle. Apparently the general purpose of the House of Walker was then, as it is now, to err, if anything, on the side of simplicity and neatness in presentation while concentrating its special endeavors on quality of the product. The feeling is justified that the connoisseur might prefer to form his own judgment rather than be influenced by labels.

The original label was printed on plain white paper carrying, as the present label still does, a water-mark signature of Sir Alexander Walker's father. The same severely simple label was used for each quality of whisky, but was overprinted "Special" or "Extra Special" to specify what are now known as "Red Label" and "Black Label" respectively. Since the War, red and black have been the basic colors of the labels.

One of the many designations which have been applied to Johnnie Walker is "The whisky with the small label and the big reputation," while an advertisement which ranks among the most famous issued by the House of Walker reads in the following manner: "The label's on the squint, the bottle's on the square; look



for Johnnie Walker, and you'll find him everywhere."

In order to conform with the regulations in various countries, all labels contain information and data required by law in those specific countries, without altering in any manner the original and characteristic design of the label. Thus the labels are almost identical regardless of markets.

The exterior packing varies considerably according to market requirements. In those markets of the world where the duty is payable on the gross weight, cases made of fibreboard are used which not only reduce the weight of the package, but also reduce the size, thus effecting a saving in freight and rail charges. In other markets of the world, the practice is to use cases made either entirely of plywood or part plywood and part plankwood.

(Continued on page 118)



Alluring sales for fishing lures

BEFORE the casual reader can comprehend the problems that confronted The Weber Lifelike Fly Company and gain information of value in the solution of his own problems, he must understand one simple rule. That is that hobbyists-fishermen or stamp collectors, hunters or amateur airplane pilots-have all the susceptibilities of the average commodity purchaser, in a vastly intensified measure. So far, so good. But along with these susceptibilities-which should make them easy to sell-come a set of peculiarities, of exacting demands, that are likewise vastly greater than the same traits in the average commodity purchaser. True, each of these buyers is the "average commodity purchaser" during ninety-nine per cent of his buying life, and no more susceptible or demanding than the average. But get them on their hobby horses and they are transformed into different types of creatures.

The effect of these traits on the makers of fine sporting equipment, and particularly of fine fishing equipment, has been to lead them to the development of an almost infinite number of slightly different articles for slightly different purposes. Without raising the question of the effectiveness of a particular kind of line on a particular kind of fish—for only an expert can raise such a question and, having raised it, keep it permanently suspended in a sea of argument, much to the trade's profit—one must accept the fact that dealing with fishing enthusiasts has a host of disadvantages for the manufacturer and retailer, to compensate for its

major and obvious advantage of working with enthusiastic buyers in a "sellers' market." Hence it becomes, more than ever, the function of well-planned display and packaging to capitalize upon the potential customer's enthusiasm, heighten it, and at the same time to find a way or ways of minimizing the trouble involved in meeting his exacting requirements.

In past years, it has been the policy of the Weber company and its associated firms, along with other factors in the industry, to pay major attention to the problem of heightening and crystallizing the enthusiasm of the customer and potential customer for fishing in general and for the company's products in particular. This was usually done, in the store, by means of elaborate display panels combined with smaller displays picturing the products under alluring conditions of use. Full color reproductions of happy faced anglers with unbelievably large catches filling their baskets and a prodigious final catch vainly trying to escape the hook—an adequate description (if not the most accurate) of the average display of the past.

Seeing it, after a winter of pipe dreams, the fishing enthusiast was literally "hooked." His face brightened, his pace quickened and he hastened himself to the counters where tackle was to be found. And then his troubles began.

For how could he be sure just which, among all the items on shelf display, were the ones accountable for the remarkable scene depicted in the window panel?



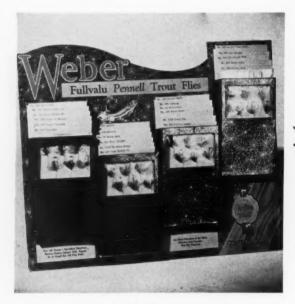
Could the clerk tell him, perhaps? Sometimes he could and sometimes he couldn't, and this latter condition occurred often enough to make the manufacturers of fishing equipment wonder about the correctness of their display policies. As a result of this realization, the Weber company turned to the use of counter displays that capitalized the customer's potential enthusiasm for fishing and for the firm's products and also displayed the merchandise in close tie-in with the enthusiasm—clinching illustrations in such a way that merchandise stocking and selection were greatly simplified.

This process, while it reached its culmination during the last year, was not accomplished in as short a space of time as it takes to tell. Its beginning in product redesign and package planning go back for a number of years. But its adaptation as a conscious policy has

been the result of the last year's efforts.

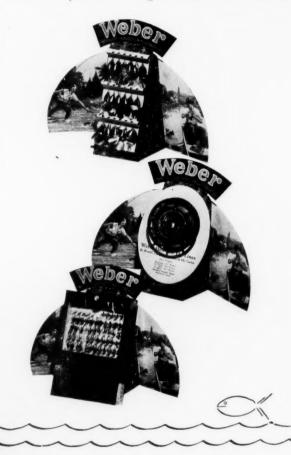
Illustrated will be seen three of the displays most directly resultant from the following of this policy. Note that each consists of a merchandise display panel, worked up to fit the particular requirements of the product displayed, plus two lithographed side panels designed to give the necessary "romantic" appeal. Thus the eye, caught by the fishing illustrations, is focused inevitably upon the merchandise. The sales-clerk is given an opportunity to explain and demonstrate almost at the very second that interest is aroused.

Each display unit was designed to overcome some particular packaging, display or merchandising difficulty inherent in the nature of the article displayed. With the display containing a selection of so-called "snelled-flies" the problem was to display the fly and hide the snell. The solution, in this instance, was achieved by a minimum use of space and material, through the use of corrugated board, which provides an individual channel for each snell. Dealers, the company reports, have accepted this display readily, because it requires a minimum of shelf or counter space and eliminates the hazards of soiling from dust, moisture, excessive handling, etc., while still permitting easy inspection and access to the merchandise through the hinged, window cover.



Using the same type of display background, equal success was had in the sale of lines, through the display of the "No-Twist" box. This box, containing a spool which is essentially a type of "transfer reel," permits re-reeling of the newly purchased line without danger of kinks or twists. The dealer removes the spool from the outer box and mounts it directly on the display unit, a pinion being provided which permits easy rotation, yet does not permit of pilferage. In demonstration, the dealer can, without hesitation, strip off three or four yards of line, toss it on the floor and demonstrate to the customer the qualities of the line. Then, with a flip of the fingers, the spool is spun and the line re-reels itself in a most convincing demonstration of convenience.

The third display, which is built around the identical background, merchandises a group of eighteen lures. A specially designed suspension mounting permits the dealer to serve customers quickly and also to add to the panel as the original stock is sold. Each lure



is held separately from its mates and no tangling or intertwining can occur. Paper ribbon bands are used to hold the lures in position during transit.

The three displays described above are planned as the main focus of interest in a dealer's hook-and-line department. To supplement these, a second group of displays was developed, which dispensed with the major part of the romantic, pictorial appeal, restricting itself to a small illustration of a fighting fish worked into the descriptive headline lettering. Each of these consists



of a rectangular panel, with an irregular top-line, set upon an easel and lithographed with a background, characteristic of a number of the company's packages, in spiderweb design. Each product, because of peculiarities in its shape of construction or because of specialized merchandising difficulties, requires some changes in method of mounting upon the display. Thus the Silver Seal leader assortment, containing six dozen leaders of varying types and prices, holds each leader in a transparent envelope, mounted, in descending, overlapping rows, onto the display itself, and clearly identified and priced by means of a seal-tap attached to the line itself and seen through the bag. Thus the customer can select the type and price of line he desires with unusual ease. The same feature permits even a clerk unfamiliar with this type of merchandise to serve a customer in a highly satisfactory manner.

The display of Falcongrip snelled hooks followed the same general lines, the changes being involved rather in the packages. Since these hooks are more expensive than most on the market, they were packaged three to a card instead of the usual six; thereby bringing the cost, per card, down to the usual price. To add a stamp of quality as well as to protect the product against moisture, handling, etc., a transparent cellulose enclosure over the card was used. Noteworthy, in both these displays, is the fact that the merchandise is not torn loose from the display itself, as is most common with bag-carrying displays. Hence, replacement of merchandise is possible and that half-sold appearance of many displays is not encountered.

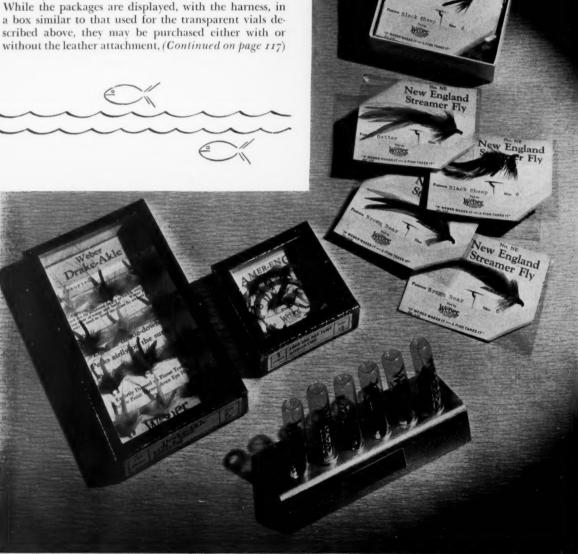
The third of this series of displays, solved the problem presented by its merchandise in even more ingenious fashion. Trout flies are—for the benefit of the unitiated—of almost infinite variety, being available in a host of numbers, patterns and sizes. Thus the display must be either very big—far bigger than most stores can afford—or else in the nature of a card catalog. Weber's display is a card-catalog type, ingeniously constructed for both the greatest display value and the greatest convenience in use.

Six packets of flies, each containing five flies in an envelope and a sixth in a transparent cellulose window, are set into a set-up boxboard pocket extending from the front of the display. On the upper portion of the face of each of these pockets-there are four in allappear, under transparent cellulose, the flies contained in the packets, each identified by number. The packets themselves stack in ascending progression in the boxboard pocket, so that their names and numbers can be speedily read. Thus, the customer or sales-clerk makes his selection from the window displays and then has merely to pick out the corresponding packet. Thus, a complete stock of twelve dozen flies is displayed-and sold-with a minimum of space and a minimum of attention on the part of the dealer. Yet, because these displays make the peculiar merchandise attractive to the specialized type of customer, sales are easier and customer attention is brought to a maximum.

In its search for the best materials in which to house and display its merchandise, the Weber firm came, some years ago, upon transparent acetate vials, which it uses in a number of types and varieties. These, being light, are convenient in use—their transparency and the case with which they take printing add to their convenience in display—their semi-rigid nature makes them preferable to glass, for a dropped glass package might hit a rock and break. To best display such packages Weber has developed a number of combination shipping boxes and displays. In one instance a set-up box is used, with a partitioned slanting tray, which both separates and protects the vials in transit and aids in their proper display on the counter. A back panel of descriptive and illustrative matter folds over as the cover of the box. The front panel of the box-display is cut away to permit of easier access to the vials and greater visibility.

In another instance, a display consists of six such vials set, top down, into holes drilled in a painted wooden block, cut at an angle so that the vials slant slightly backward at the top. The company's product, Flifloat, is packaged in a small glass bottle, but the danger of dropping is here overcome by presenting each bottle in its own leather harness, which buttons onto any convenient button-hole or onto a leather belt. While the packages are displayed, with the harness, in a box similar to that used for the transparent vials described above, they may be purchased either with or without the leather attachment. (Continued on bage 117)





* 75 * OF THE YEAR'S BEST

From the thousands of entries, the judges were limited to forty-two selections for the distinction of awards in the 1935 All-America Package Competition. The difficulties of their task—which kept them at work hour after hour—were not so much in the selection of packages worthy of the awards as in the elimination of those splendid packages which would have won All-America honors if only there had been more honors to give.

It is therefore with a great deal of pleasure that MODERN PACKAGING presents seventy-five additional packages which, although not included in the All-America selections, are typical of superior work by package designers and processors.

Each is, in one or more respects, an outstanding package. The entire group, combining intelligent design, color and eye appeal, mechanical ingenuity and convenience for service, deserves a place in the reference file of every packager who wants to do an outstanding job for his product.



OF THE YEAR'S BEST

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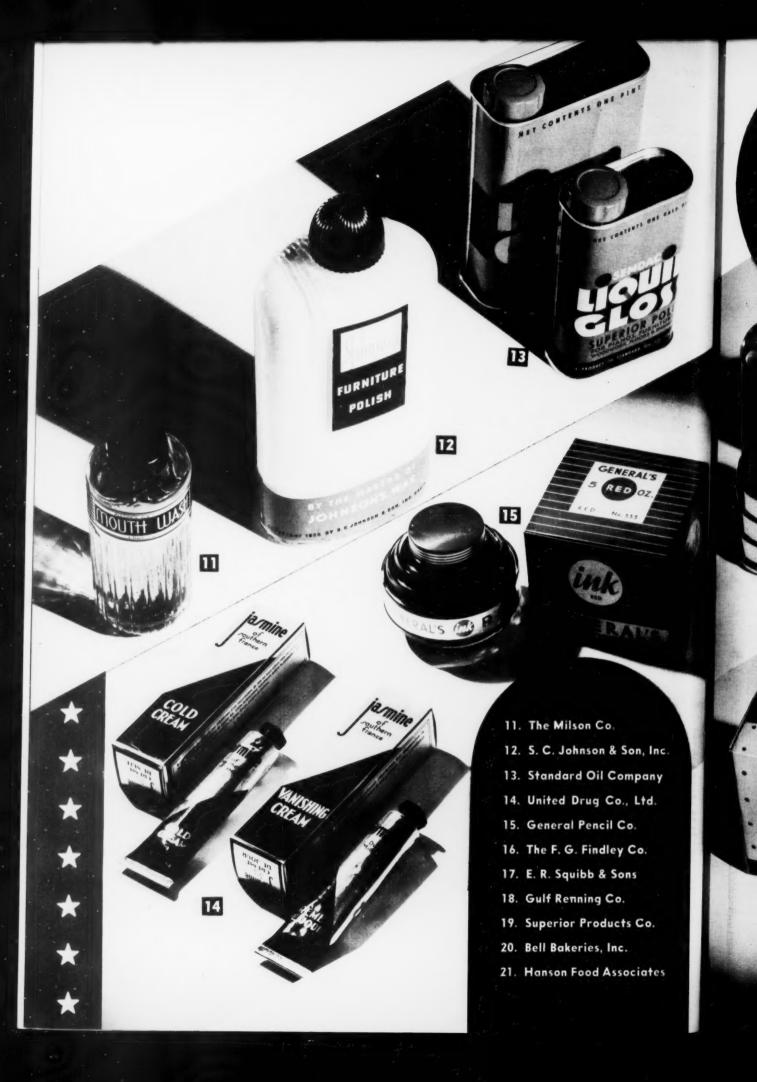
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STINGLETTE STINGLETTE

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OF THE YEAR'S BEST











22







- 23. General Salt Co., Inc.
- 24. John Morrell & Co.
- 25. Libby, McNeil & Libby
- 26. Economy Grocery Stores Corp.
- 27. Cline-Johnston, Inc.
- 28. National Biscuit Co.
- 29. Los Angeles Brewing Co.
- 30. Ben-Burk, Inc.

25

31. United Distillers (of America) Ltd.

OF THE YEAR'S BEST









OF THE YEAR'S BEST

STIVE BAITS

TYER RUBBER



OF THE YEAR'S BEST















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OF THE YEAR'S BEST

ANACONDA

Seamless

EDPPER TUBE





81









66

ADHESIVE PLASTER

69

- 65. The Queen City Bottling Company
- 66. John Lucas & Co., Inc.
- 67. Devoe & Raynolds Co., Inc.
- 68. Parke, Davis & Co.
- 69. Durkee Famous Foods, Inc.
- 70. The Tupman-Thurlow Co., Inc.
- 71. Cheese Products, Reg'd.
- 72. Bailen, Inc.
- 73. Oneida, Ltd.



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EN CITY BOTTLING COMPANY

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SANDWICH SNACKS OF THE YEAR'S BEST

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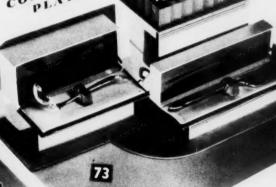
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LIPTON'S TEA
"Delicious Iced!



74. E. H. Jacobs Mfg. Co.75. Thomas J. Lipton, Inc.





Packaging conference and exposition

OTALING an attendance of about seven thousand during four consecutive days, the Sixth Packaging Conference and Exposition, under the auspices of the American Management Association, opened its doors at the Pennsylvania Hotel, New York, on the morning of March 4. With conference sessions planned to treat currently important phases of unit package design and construction, packaging equipment, as well as packing and shipping problems, the program was effectively arranged and included addresses by a number of individuals prominent in the industry. Of similar effectiveness were the topics assigned to each session, for the program committee wisely realized that an attempt to introduce a diversity of subjects in any one session would be ineffective, as has been evidenced in former conferences. In this respect, then, the accomplishments of this year's meetings advanced to a new high point.

The several sessions on packaging considered concurrently, the following: basic considerations of unit packages; standards for protective materials; point of sale advertising; merchandising of the package and packaging machinery. On Thursday and Friday, sessions were held on packing and shipping topics.

Of the packaging clinic, held on Wednesday afternoon, perhaps the less said the better, for to many this meeting proved a great disappointment. Too much, it was felt, in the way of practicability was omitted, both by the selected clinicians as well as others who took part in the discussions. With the rest of the program of constructive worth, it would seem that if such clinics are to be continued they should be developed along lines which will be really helpful to those who have packaging problems.

Purposes of the Package

Arthur E. Tatum, advertising manager of Bauer & Black Division of The Kendall Company, was the first speaker in the opening session on Tuesday, March 4, which was presided over by O. F. Benz, director of sales, Du Pont Cellophane Co., Inc.

"The fundamental purposes of the package are to contain the commodity, to identify the commodity, and to identify the maker of the commodity," stated Mr. Tatum. "The secondary functions of the package are to help sell the goods, to help the consumer in the use of the goods and, in some cases, for re-use. The secondary functions of the package may again be sub-divided. The function of helping to sell the goods divides into display value, advertising value, suitability to surroundings, and use, etc. The secondary function of helping the consumer in the use of the goods divides into dispensing packages, applicator packages, special location packages, etc. The re-use function also divides into a variety of special applications. The obvious need in handling these various packaging functions is a proper sense of proportion and balance between them.'

Thomas S. Green, treasurer and general manager, Norton Pike Company, the next speaker, presented the subject "The Family Group of Packages," in connection with which he showed colored illustrations of the old and new packages used by his company. The development of these packages (65 of them), forms one of the most interesting of recent packaging projects. In abstract, Mr. Green stated, "We may consider what can be effectively done to give family resemblance to the products of two or more associated companies and, we should also consider the question as to how an individual concern may effectively distinguish its separate products by label or package so that the public will readily recognize that these products are all parts of a correlated line."

Trends in Package Design

The paper "Noticeable Trends in Package Design," by C. B. Larrabee, managing editor of Printers' Ink, was read by Arthur H. Little. These trends were pointed out as (1) the increasing bitterness in the battle between packaging materials, which Mr. Larrabee interprets as a healthy sign. (2) A tendency to center interest in surface design, which after all is only part of the packaging problem. (3) Over-simplification of surface design—the "beautiful but dumb" idea. (4) Need for copy revision which will produce more selling effectiveness. (5) Flexibility and greater willingness to change designs. (6) Flexibility in cross-advertising, using one package to promote others or a line of packages. (7) Package design engineering. (8) Protective materials. (9) Development in package machinery. (10) Development in package design among distributors of private brands. (11) Improvement in interior packing.

Guyer on Liquor Packaging

William Guyer, sales promotion manager of Seagram-Distillers Corp., during one of the luncheon sessions on Tuesday spoke on the subject, "Point of Sale Advertising—Packaging Fallacies and Fetishes." Limiting his talk to the details of the industry with which he is most familiar, Mr. Guyer pointed out the nature of the packaging problems met by the liquor marketer desiring to achieve the utmost point-of-sale value from his package. He maintained, it is necessary for the liquor bottle to express and accentuate the distinguishing characteristics of the particular products within—color, age, etc.

In the discussion following, a number of questions were asked relating to the use of old-fashioned whiskey bottles by other distillers. Mr. Guyer answered by reiterating his belief that while sizable sales were possible without a properly designed bottle, far greater sales accrue to those emphasizing quality.

Standards for Protective Materials

Two luncheon meetings were held on Tuesday. At one of these, presided over by L. D. Burton, editor *Food Industries*, the principal speaker was C. A. Southwick, in charge of engineering research for General Foods Corporation. The subject under consideration was that

of standards for protective materials. In outlining the packaging problems of his company, Mr. Southwick stated that package function was considered definitely as part of the work of the research department and that such work consisted of the testing of equipment and materials and coordination of the activities of the sales, production and advertising departments, insofar as they related to packaging. As indicating type of testing which was done with respect to materials, the following are considered: moisture vapor resistance, grease resistance, flavor retention, resistance to infestation, water, corrosion, light and rancidity. In the discussion following, board stocks, labels, overprint varnish and other materials were considered. Among those taking part were John Gore, plant manager for Beech-Nut Packing Company, Willard L. Morgan of Sylvania Industrial Corporation and E. S. Stateler, Food Industries.

Merchandising of Package Discussed

The session Wednesday morning was presided over by Ray M. Schmitz, associate merchandising manager of the General Foods Sales Co., Inc. The principal address, "Packaging as it Relates to Merchandising and Advertising," was delivered by C. L. Eddy, manager of the merchandising department of E. R. Squibb & Sons.

Mr. Eddy defined merchandising as "obtaining the best possible sales results from every selling opportunity encountered by the package in the store and the home." Discussing the various means of merchandising a line in the store, Mr. Eddy encouraged the development of pronounced family resemblances among the items in a line, provided that these are backed up with strong institutional advertising and equally high quality for every item in the line.

Mr. Schmitz, discussing the fear of changing a package because of an imagined threat to established prestige, pointed out the positive trends towards change—yearly or seasonal—which have received such pronounced public endorsement in the auto and clothing fields, due to changes.

Machinery Session of Consequence

The session on packaging machinery, held Thursday morning under the direction of H. H. Leonard, vice-president and general manager, Consolidated Packaging Machinery Corp., was of particular importance, this being the first time the subject has received its rightful recognition in the program of these conferences. Mr. Leonard pointed out that packaging progress was due not only to improvements in and understanding of design, but to the developments made in the production of packaging materials and machinery.

William M. Bristol, Jr., the first speaker, urged for coordination between producer, material supplier and machinery manufacturer in the production of a successful package. "Have your designers or your engineers spend more time in the factories of your customers," Mr. Bristol told the machinery manufacturers. "We know that your service men are good, but we also know that often their comments or criticisms fall on deaf ears in the home office; and furthermore, we want your engineers to learn first-hand our problems.

"To the supplier, my first plea is similar to that of

the machine manufacturer; namely, send representatives into our plants and become familiar with our machines and problems. If we seem unreasonable in our demands it is because we believe you don't fully appreciate our troubles. Next, we urge closer and constant improvement in your inspection departments. Adhere to our specifications, if they are inadequate or permit of varied interpretations, insist that we be more explicit. If you have new materials to offer, new types of packages to suggest, submit them to the machine manufacturer and secure his endorsement before coming to us."

George R. Webber, manager of package development bureau for Standard Brands, Inc., stated that "Any producer of packaged goods needs the packaging machinery manufacturer; I can recall many cases where emergency service on packaging equipment has been needed in a hurry, and I have been amazed at the extent and perfection of that service; there are few manufacturers of packaged goods who are independent of the machinery manufacturer because of having their own designing and mechanical forces, and rarely does one need to resort to the designing of their own equipment. As in the broad line of machinery offered by the twelve or more American manufacturers of packaging machinery can be found fully developed, and proven apparatus for the production of practically any package that the mind can conceive."

Mr. Webber urged that American manufacturers of packaging machinery confine their efforts to the building of American-made equipment. "I know that you can and do make better, simpler machines, machines which are better adapted to our style of packaging, than any that can be made abroad," he said.

Frank C. Chase, assistant superintendent of engineering, maintenance, E. R. Squibb & Sons, in offering the subject, "Standard Machinery vs. Special Machinery," said, "The fundamental concept of functional design has yet to be basically incorporated. We are still far away from the flexibility peculiar to the human mechanism. Some will say such a principle of functional design is impractical. The hand is guided by a brain! However, repetitive action does not even require the brain the psychologists tell us; a short circuit of nerve impulses through the cerebellum is good enough. If I were given the job of building a machine to assemble all sizes and shapes of packages within reasonable dimensional limits. I believe I should observe closely what hand operators really do. I would turn to the slow moving picture camera, to the stratoscope, to instruments which would register and record nerve impulses. I would break down and analyze just what an operator really does and how and why she does it."

Considerable discussion followed the presentation of each of these papers, the principal speakers being Carl Claus of New Jersey Machine Co.; A. R. Keene of Pneumatic Scale Corp., Ltd.; Kirke Becker of Peters Machinery Co., and Roger Putnam of Package Machinery Company.

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Companies and Exhibits

The following is a list of the companies occupying space at the Sixth Packaging Exposition, together with a brief summary of their showings:

American Coating Mills; cartons and carton boards.

Amsco Packaging Machinery; Scandia and Miller wrapping ma-chines, automatic and semi-automatic filling equipment, etc. Arabol Manufacturing Co.; line of glues and pastes.

Armstrong Cork Products Co. (Closure Division); metal, molded, cork and wooden caps and closures.

Autoclench Co., Inc.; hand and power stitchers.
Bakelite Corp.; molded closures, containers and products.
Charles Beck Machine Co.; full size model of automatic roll

Benj. C. Betner Co.; paper and transparent cellulose bags.

Better Packages, Inc.; various types of Counterboy tape sealers, full size model of automatic case sealer.

Bostitch Sales Co.; Bostitch fasteners and stapled packages and displays, full size model of the new Bostitch-Rapp packaging ma-

chine (gross and net weigher).

Breskin and Charlton Publishing Corp.: copies of publications; booth (designed by Lionel Lebhar) of Macassar Ebony, English booth (designed by Lionel Lebnar) of Macassar Ebony, English harewood and curly maple incorporating carved glass transparencies illustrating 1935 All-America Award packages.

B. H. Bunn Co.; three models of Bunn tying machines.
Celluloid Corp.: Protectoid in samples and package forms.
Cleveland Container Co.; fibre containers and cans.

Container Corp. of America; complete paperboard mill in miniature, duplicating in hand process the operations of the eight mills of the company.

Continental Can Co.; five famous Manhattan models staged a miniature review in which the merits and utility of Continental cans were emphasized.

Dexter Folder Co.; various models of stitching machines. Display Guild; photographs of installed displays. Du Pont Cellophane Co., Inc.; Cellophane and assembled packages; pantomime performance (without sound) demonstrating advantages in use of that wrapping material.

J. L. Ferguson Co.; large photographs of Packomatic packaging equipment, bulletins, etc.

The Foxon Co.; samples of labels and labeled packages. Robert Gair Co.; pictorial map showing location of company

plants.

General Plastics, Inc.; molded closures and containers of Durez. The Fred Goat Co.; operating model of satchel bag machine. Heat Seal-It Co.; model of Sealtight bag sealing machine. Hercules Powder Co.; lacquers and lacquer-coated packages.

The Hinde & Dauch Paper Co.; floor displays, corrugated and fibre shipping cases

fibre shipping cases.

Ivel Corp.: samples of various displays.
Jiffy Pad & Excelsior Co.; packing pads.
Kalamazoo Vegetable Parchment Co.; samples of packages parchment lined and wrapped; moving picture "How paper is made."
J. M. Lehmann Co., Inc.; model of Montana seed packeting

machine. Lowe Paper Co.: samples of Ridgelo paperboard, also packages. Marsh Stencil Machine Co.; models of stenciling equipment. Matthias Paper Co.; fancy and decorative box papers, Bert C. Miller, Inc.; laminated wraps.

National Adhesives Corp.: complete line of Mikah adhesives. National Metal Edge Box Co.: miniature and full size Metal Edge boxes shown in a continuous moving display.

New Jersey Machine Corp.; paper box and package making equipment.

Nussbaum Novelty Co.; fancy wooden boxes.

Owens-Illinois Glass Co.; extensive range of glass containers shown amid an appropriate setting of glass block construction.

Package Machinery Co.: operating model of new FA machine. Pioneer Paper Stock Co.; moving display of paper packing materials.

materials.

Plaskon Company; molded closures and containers of Plaskon; new Toledo scale.

Reynolds Metals Co.; display of metal foils, foil displays, cartons and bags; also test demonstration of foil.

Rhinelander Paper Co.; wrapping and printing papers.

J. A. Richards Co.; saw trimmers and dies.

Riegel Paper Co.: packages wrapped in glassine and Crystalon. moving display.

Sefton Fibre Can Co.; various sizes, shapes and types of fibre

Sherman Paper Products Co.; paper cups, etc.
The S. K. Smith Co.; book covers, leather and imitation leather boxes, novelties, etc.

Stokes & Smith Co.; packages assembled on S & S equipment. Sylvania Industrial Corp.; samples of Sylphrap in sheets, rolls, excelsior, etc., also applied to packages: silver (metallic) deposit applied to Sylphrap by special process, shown in sheet and ribbon

Transparent-Wrap Machine Co.; operating model of Trans-

parent-Wrap unit.

Triangle Package Machinery Co.; models of Triangle auger packer and automatic filler; samples of assembled packages.

Union Steel Products Co.; wire racks and displays.

United States Automatic Box Machinery Co.: operating model G Bond gross weigher, also Scott net weigher; samples of

Wilson & Bennett Manufacturing Co.; large metal containers and steel barrels

Wrap-Ade Machine Co.: operating model of combination bag sealer, labeler and punch.

We Rise To Correct

In according credit to those individuals and companies who cooperated in the design and assembly of the winning packages in the 1935 All-America competition, certain inaccuracies have appeared as well as certain omissions. So that the records may be correct, MODERN PACKAGING wishes to include the following to the information which was given in the February issue. Perhaps there are others beyond our knowledge. If so, please advise and due acknowledgment will be made.



Credit for the design of the Ever Ready Flashlights display, winner of the Bronze Award in the display group, should be accorded to Leroy Latham and Sascha A. Maurer who collaborated in its design.



Omission from the credit list of two of the most important suppliers of materials for the Jameson Irish Whisky package, winner of the Gold Award in the set-up paper box group, is acknowledged as follows: Hanfling-Linzer, Inc., for the printed inserts; Dalynip Pourer Corporation for the pourers. The insert

for the "book" was written specially by Lawton Mackall.



Inadvertent, too, was the omission on page 127, February issue, of credit to the American Colortype Company for the design and production of the wraps used on the pumpkin pie spice package, winner of the Bronze

Award in the fibre can group. These were erroneously credited to Dennison Manufacturing Company, who made the seals which cover the pouring spouts.

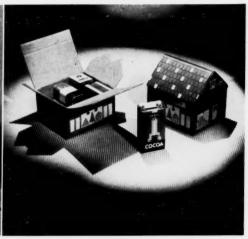


Along with the credit already given to those suppliers who cooperated in the production of the Horder typewriter ribbon package, winner of the Bronze Award in the metal container group, should be included the Stanley Manufacturing Company as making

the labels. It is our understanding that the labels were supplied by two different companies.







To produce a more appealing package for its Safe T Grip sanitary belt, The Cello Company redesigned, including the product in a well illustrated folder. The pictures are reproductions of paintings made by Earl Moran, Jules Erbit and Rolf Armstrong, glorifying the American girl. In the illustration above, the old package is also shown

Both container and dispenser is the package for R.I.P. roach powder manufactured by the Ransford Insecticide Company. The tip of the carton is cut off and by depressing the sides the powder is forced through the aperture.

Bicknell & Fuller Paper Box Company made the cartons

March PACKAGING] ageant

A corrugated fibre box made to resemble a grocery store and including an assortment of five food products which are used in every home, is the novel merchandising idea effectively employed by Zanol Products Company. Zanol products are sold only through licensed representatives, door to door. The idea was developed by The Hinde & Dauch Paper Company

The new package used by P. Duff & Sons, Inc., for Duff Ginger Bread Mix consists of a wax paper lined carton with a metal foil outer titewrap printed in green, white and brown on a silver background. It represents the result of extensive laboratory research by the Duff company in cooperation with Reynolds Metals Company. The wraps are machine applied by Stokes & Smith tite-wrappers; the packages are machine lined and filled by J. L. Ferguson equipment







Sales in stores where the Pepperell (Pepperell Braiding Company) shoe lace display has been used have increased 100 to 200 per cent. The laces are self-dispensing; the refill package may be packed with any combination of qualities, colors and lengths

Compliments and big business were accorded to the new drinking glass pack for Blue Seal mayonnaise, salad dressing and sandwich spread, products of Blue Seal Food Products, Inc. Tumblers are by Owens-Illinois Glass Company, caps by White Cap Company and labels by the American Tag Company







• Whatever your product, if these enemies can cause it to become rancid, stale, soggy, discolored, Alcoa Aluminum Foil will help you protect it. For Aluminum Foil reflects light rays and heat rays like a mirror. For instance, put two pieces of chocolate in a showcase; piece "A" either plain, or wrapped in ordinary material; piece "B" wrapped in Aluminum Foil. Even after heat has melted piece "A", when you unwrap piece "B" you will find it still cool, perfect.

Nor can moisture nor air pierce this strong, light metal armor. Thus it helps keep products from becoming soggy, as well as from drying out. Alcoa Aluminum Foil is surprisingly economical. Its brilliance beautifies packages. It can be printed or lithographed; comes plain, paper-backed, embossed, in various thicknesses. Tell us your product, and we will send full information with suitable samples. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA · ALUMINUM

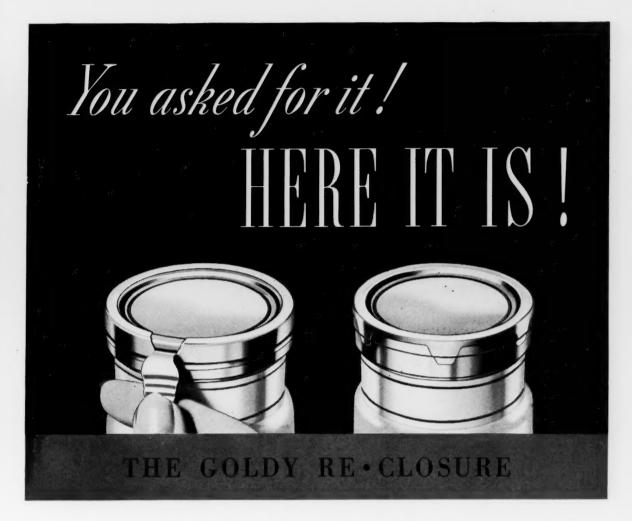








Alcoa Aluminum Foil protects products against heat, light, moisture, air.



● Practically every packer using this type of jar has wanted a re-closure feature, so that after a jar has been opened in the home it will have a convenient cover. Here it is. It combines the three big advantages you and your customers want for the perfect seal: Hermetic, and vacuum-tight sealing; easy opening without need for any kind or description of opening tool except forefinger and thumb; and a

mighty convenient snap-on-re-closure that fits snugly until the contents are completely used.

Thus this Alseco Goldy Re-Closure can end for all time women's annoyance at jars that are hard to open. It will take the brakes off "repeat" buying for you. It is economical and a money-maker. Write for complete information and samples. Address ALUMINUM SEAL CO., Dept. P-3, New Kensington, Pa.

SEALS AND SEALING MACHINES









New pilfer-proof display cartons have been designed for C. W. Abbott & Co., Inc. by Theodore A. Newhoff. A collar must be raised in order to allow the bottle of Abbott's Bitters to slip out; the carton will "stay put" on counters now that the element of theft has been eliminated

Cocktail connoisseurs often prefer to purchase ingredients in a group rather than to select the items individually. So the Castle cocktail kit, made by Hinde & Dauch Paper Company for Castle Products, Inc. has found a ready market

Clarence Hornung has designed a new moistener for postage stamps, labels and envelopes for the Ever Ready Label Corporation. A regulatory contrivance permits controlled flow of water in accordance with the pressure applied. The moistening surface is of velour. The container is made by Owens-Illinois Glass Company



Cashay Corporation packages its Sanitary Puffs—a new item now being offered through the drug and toilet goods departments of department stores and in drug stores—in attractive cartons made by Simplex Paper Box Corporation





Japanese wood paper, inside and out, is used in the construction of the Saybrooke brush package for R. H. Macy & Company. Trade mark suggests English heraldry. Printing ink is dark brown; lining is crash. Designed by Paul Rosenbaum; paper from Japan Paper Company; boxes made by Waterbury Box Company

United Drug Company's new Briten tooth paste package in red, white and silver, vividly suggests the cleanliness which should be associated with such a product. Tube is by the New England Collapsible Tube Company; carton was printed in United's own print shop

The Allen B. Wrisley Company has announced a new product, Lactoral, a milk of magnesia mouth wash. This makes its appearance in Maryland Glass Company blue bottles, capped with special orange-colored double shell caps made by the Aridor Company

Attractive bottles topped with Aridor caps individualize the various brands of cordials and liqueurs made by The Cloister Company. Labels carrying the brand trade mark are so designed as to enable "family" identity between the several types

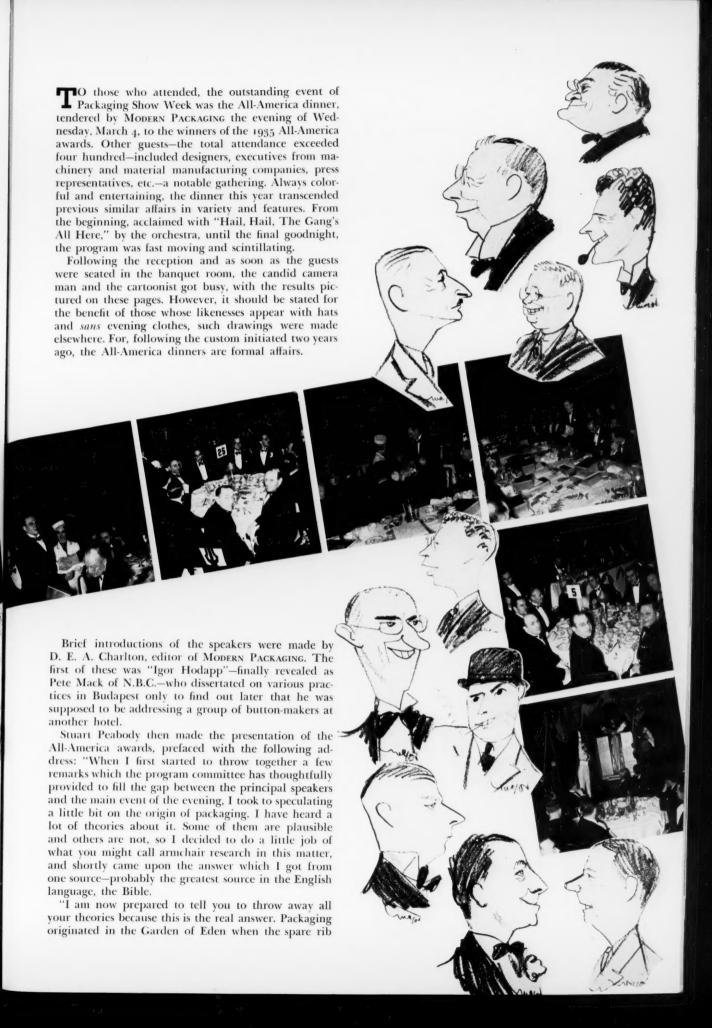






At the All-America presentation dinner







Change the surface or change all?



sembly. And since his clients' confidence in his omnipotence is one of the major business assets of the average package designer, he is naturally tempted to swing towards complete revision.

Package redesign is something about which people shouldn't—but do—write rules. While some packages cannot be greatly improved except by a complete change of form, material and surface, others cannot afford any but a surface redesign. Whether by chance or skill, their original shapes and materials are so essentially correct as to defy successful improvement for years to come. The honest and able designer, in such instances, will simply tell his (Continued on page 115)

Increased sales were sought, and obtained, through redesign that attained greater visibility for these packages on five-and-ten-cent store counters. Other considerations of design were, in this case, of minor importance in the opinion of manufacturer and designer

PACKAGE designers used to restrict their efforts to the surface appearance of packages, as their shape had already been determined by past usage or by the nature of the product, or by the vagaries of the package purchaser and his suppliers. Essentially, then, the field of the designer was limited to lettering, color selection and surface decoration. And so he was likely to find himself on a short tether after taking into consideration the client's restrictions as to unchangeable trademarks, color combinations and traditional effects.

Now the pendulum, having started its swing in the early twenties, has carried the prestige and the freedom of the designer to the other extreme. As a design consultant, he stands in danger of appearing not to have earned his fee unless he proposes to his client not merely a surface change but a complete revision of shape, material and manner of as-











The 1935 Wolf package competition

FIRST HONORS in the 1935 Wolf Package Competition tition, sponsored by the American Management Association, were accorded to the Five Star Anti-Freeze container used by E. I. duPont de Nemours & Company, Inc. The winning package, designed by Jim Nash and manufactured by the American Can Company, received the Irwin D. Wolf trophy, consisting of two dirigold vases. The committee of judges included the following: Gordon Aymar, art director, Blackman Advertising, Inc.; Richard Bach, director of industrial relations, Metropolitan Museum of Art; Edith M. Barber, consultant on home economics; James C. Boudreau, Pratt Institute; Berent Friele, president, American Coffee Corporation; Alice Hughes, New York American; Ray M. Schmitz, associate merchandising manager, General Foods Corporation; Jack Straus, vice-president, R. H. Macy & Co., Inc., and William Weintraub of Esquire.

The complete list of winning packages and packages receiving honorable mention in each of twenty classifications in the competition follows:

The most effective package employing a single color: Pepsodent tooth powder, used by The Pepsodent Company. Honorable mention: Stationery, used by Montgomery Ward & Company.

The most effective use of more than one color: Johnson's furniture polish, used by S. C. Johnson & Son, Inc. Honorable mention: Perfect Circle oil rings, used by Perfect Circle Company.

The most effective use of typography and/or lettering: Pilgrim rum, used by Felton & Son, Inc. Honorable mention: Prido shortening, used by John Morrell & Company; Macy's Mocha and Java, used by R. H. Macy & Co., Inc.

The most effective use of the elements of design to create shelf visibility in the retail stores: Boraxo, used by Pacific Borax Company. Honorable mention: Hoffman garden products, used by A. H. Hoffman, Inc.

The most effective redesigned package (based on comparison of old packages with new): Boraxo, used by Pacific Coast Borax Company. Honorable mention: Merck milk sugar, used by Merck & Co., Inc.; Hercules steam-distilled wood turpentine, used by Hercules Powder Company; Hewitt's dog soap, used by the Hewitt Soap Co., Inc.; Rumford baking powder, used by The Rumford Company; Macy's Red Star coffee, used by R. H. Macy & Co.

The most effective use of merchandising ingenuity regardless of artistic qualities: Match box, used by The International Printing Ink Corporation. Honorable mention: Paint brush display, used by The Sherwin-Williams Company.

The most effective package designed to add to consumer convenience regardless of artistic qualities: Col-



The Five Star Anti-Freeze package, winner of the 1935 Wolf Award

lapsible tube for Sun cream, used by Harriet Hubbard Ayer. Honorable mention: Sohio cleaning fluid, used by Standard Oil Company of Ohio.

The most effective packaging of a combination sales unit: Botany skirt, used by Botany Worsted Mills.

The most effective package employing a secondary use. No award.

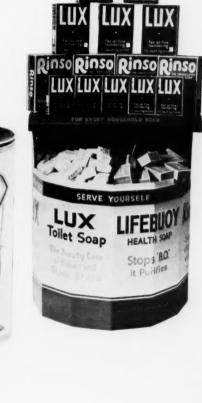
The most effective use of layout and decorative design, with particular emphasis on both merchandising value and beauty: Five Star Anti-freeze, used by E. I. duPont de Nemours & Co., Inc. Honorable mention: Stationery, entered by Montgomery Ward & Company; Joan Miller pine bath soap, used by Pennsylvania Drug Company: Furniture polish, used by S. C. Johnson & Son, Inc.; Semdac liquid gloss, used by Standard Oil Co. of Indiana.

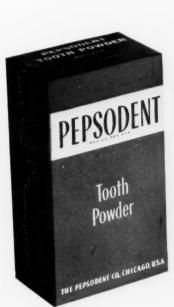
The most effective package insert: No award.

The most effective use of inventive genius in package construction: Aero carboy, used by American Cyanamid & Chemical Corporation.

The most effective use of two or more packaging materials in one package: Stop Spot handy cleaner, used by Union Oil Company of California.

The most effective family of packages: Chevrolet line, used by Chevrolet Motor Company. Honorable mention: Powermaster batteries, used by Sears Roebuck Twenty classifications were included in the 1935 Wolf Package Competition sponsored by the American Management Association. Awards and honorable mentions were made in sixteen of these classifications, as stipulated in the accompanying article. Several of these packages also received signal recognition in the 1935 All-America Package Competition







& Company; Hoffman products, used by A. H. Hoffman, Inc.; Rumford Company group, used by The Rumford Company.

The most effective package designed to promote the product as a gift: No award.

The most effective package for a product not previously packaged: No award.

The most effective shipping container from the standpoint of the employment of good design: Rel head cold jelly, used by The Maryland Pharmaceutical Company. Honorable mention: Magazine wrap, used by Fortune, Inc. and designed by Arthur S. Allen. The most effective shipping container from the standpoint of merchandising and construction ingenuity: Jiffy banana pack, used by Meloripe Fruit Company. Honorable mention: Channel-Vent chick box, used by Hoeft & Co., Inc.

Counter display pieces that most effectively contribute to the selling of a unit package: Androck kitchenware, used by The Washburn Company. Honorable mention: Rymplecloth counter display, used by Kendall Mills.

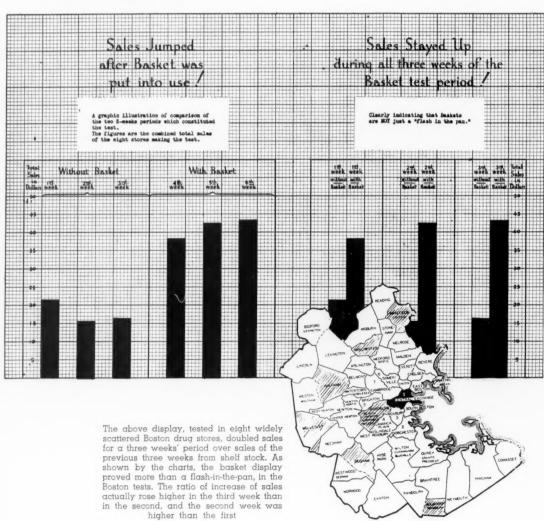
Floor display pieces that most effectively contribute to the selling of the unit package: Floor display stand, used by Lever Brothers Company.

Display values put to test



In the simple testing methods of one display manufacturer are found the elements essential to the testing of the sales value of any display. In the instances cited below, testing confirmed supplier's and users' opinions. What would a test show as to the performance of your displays?

THE problems of package and display testing are essentially those of eliminating the factors of special advertising and merchandising efforts. In other words, when you wish to find out whether your package sells better than a possible alternative design, whether your display rings the register more often than the one you've used before, your problem is to eliminate or equalize all the other factors in your sales set-up and in the set-up of the dealers conducting the tests. Then



only the factors tested will be responsible for the differences in sales, if any. The words *eliminate* and *equalize* are important, for much of the distrust with which testing is regarded in some quarters has been due to a misunderstanding of these terms.

Testers fall into two categories—the "amateur tester," who conducts occasional, sporadic and hastily planned tests of his own products and displays; and the "professional tester," who plans wisely but often too well—so well that the expense of his tests is sometimes greater

than the value of his findings.

The amateur group most often fails to eliminate extraneous sales factors. They compare sales of one display in one store at one time of the year with those of another display in a completely different store and neighborhood at another time of year. They fail to check up on such things as the attention paid by clerks to the tested article because they know it is being tested. They stop all advertising during a part of the test period and then splurge with radio and newspaper space during another portion of the test. These are extreme instances, yet indicate possible failings.

Naturally, if reliance is placed upon the results obtained from illogical testing, such poor sales may result that testing itself becomes a victim of undeserved

disrepute or censure.

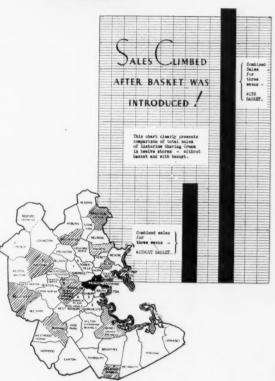
The "professional tester" knows the importance of "elimination," knows it so well that sometimes he carries his efforts in this direction to impractical extremes. For example, to eliminate the differences between stores, he tests hundreds of stores. To eliminate the differences between markets, he tests scores of neighborhoods, dozens of cities. To eliminate the factors of advertising and promotion, he proposes to overturn your plant's entire promotion policy during the period of his test. It is usually about this point that the average sales manager decides that, after all, testing can scarcely be worth all the trouble it causes.

Between these two extremes will be found a large body of able, thoughtful testers. Some are "amateurs" executives of the companies making the products to be tested or of the firms supplying the packages or displays. Others are "professionals"-advertising agency research men, collegiate investigators such as Dr. Daniel Starch, or chain-store display managers. Their jobs and their standings are of minor importance beside the fact that they all hold, in common, a realization of the value and the limitations of testing. They know that, to be valuable, a test must provide clear criteria of measurement, must be capable of being conducted over a short period of time and must create no extensive derangement of the merchandiser's regular sales and promotion plans. Finally, they know that its costs must be in keeping with the sales volume and profit margin of the sponsoring manufacturer.

Typical of such tests, because devised within these limitations, are two recently conducted by the Merchandising Department of the Forbes Lithograph Manufacturing Company. Each was conducted in a single, cosmopolitan city; in a limited group of stores chosen to represent differing neighborhoods and buying habits; in a limited period of time and at a minimum expense. Each test provided definitely measurable results.

That these results were more than gratifying to the makers and the users of these displays is beside the





A trebled sales total resulted from the display of Listerine Shaving Cream in this basket as compared with shelf-stock sales of previous weeks, according to tests in twelve Boston drug stores

point, for the methods followed were more simply right. The main consideration is that the information was gained under ideal conditions for the small tester—inexpensively, quickly and without disturbing the market.

Let's consider the first test. It was of a basket-type display used by Dr. Miles Laboratories, Inc., for that company's widely distributed and much-advertised product, Alka-Seltzer. Metropolitan Boston was chosen as the testing ground because of its cosmopolitan population and because of its easy access from the plant of the tester. Eight druggists were selected, scattered about



population of each, and an indication of the wealth rating of each neighborhood, based upon ratio of income tax returns to population as published in the 1931 edition of "Population and Its Distribution" by the J. Walter Thompson Company:

	Individual Federal Income Tax Returns	Ratio: Population to in- come tax
Town Population	on 1928	returns.
Winthrop16,852	1,565	10.7 to 1
Wakefield	801	20.3 to 1
Winchester12,719	1,703	7.5 to 1
Waltham39,247		25.6 to 1
Wellesley11,439		7.9 to 1
Brookline47,490	9,116	5.2 to 1
Dedham 15,136		16.8 to 1
Holbrook 3,351	104	32.2 to 1

It will be seen that wealth ranges all the way from

that of Brookline, where almost every family included an income tax payer, to Holbrook, where only one family in seven or eight had sufficient income to justify filing a return. While not so easily disclosed by figures, in respect to racial and other differences, the towns covered form a representative cross-section of the average American city. Thus, sales averages in stores located in each of these sections should provide a definite indication of sales performances in the country at large. True, some of those characterized as "professional

Boston, as shown in the accompanying map No. 1, so as to cover different localities where different buying habits may prevail. Each druggist kept a record of sales for three weeks, selling from stock in the usual way. Each then installed the display basket upon his counters and kept a record for three weeks more.

Combined total sales showed over twice as much Alka-Seltzer sold from display baskets as in the corresponding period from regular stock. In the case of this display user, such sales increases fully justify the expense of the display and the effort of distributing and inducing druggists to use it. In other cases, such figures might be phenomenally high or phenomenally low—but certainly they are conclusive.

Now what about the methods used? They were inexpensive and they were quick. Within six weeks, the tests were fully completed. Were they conducive to accuracy? Yes, again, we should say. For the neighborhoods provided a fair average of those found in any large city. And the stores were typical of the neighborhoods in which they stood.

This is shown by a consideration of the nature of the sections selected. The accompanying table shows the towns in which each test was conducted, the approximate



Displays similar to those tested in the drug field have won wide usage in the grocery industry, particularly for sale of "impulseappeal" packaged goods

testers"—and the term refers to attitude rather than avocation—might cavil at the number of stores or the location of the testing area. But it is precisely because such testers seek to change testing from an indicator to an absolute measurement (Continued on page 113)

Shall we lacquer our packages and labels?

BY E. I. LA BEAUME

EVERYONE interested in packages, labels, and wraps has been hearing a good deal about lacquer. Unquestionably a lot of it is being used for finishing paper and paperboard articles of all kinds, and its use is increasing. Moreover, this use of lacquer is not particularly new. A few people learned about it years ago and have been enjoying its advantages while saying very little about it. Apparently they kept this secret even from the lacquer manufacturers, for it has been comparatively recently that certain of them began to exploit the possibilities of lacquer in the packaging and printing fields. Even today, the man who learns that lacquer is the answer to his competitor's superior package, may encounter difficulty in securing a similar one. It may require persistence to make his suppliers give lacquer a trial, or to find others who understand its application. This doesn't mean there are not plenty of good finishers and carton and label makers who understand the application of lacquer, but there are still a great many who do not, and they are dominated by the natural human aversion to change. They are suspicious of anything new.

What's Meant by Lacquer

First of all, let's get it clear what is meant by this word "lacquer" that is so widely and so loosely used. Without trying the hopeless task of giving the one and only correct definition, we may say that the finish which is beginning to loom so large in the packaging field is nitrocellulose lacquer, or pyroxylin lacquer, as it is also called. All sorts of formulations may be called lacquer by their producers, and this adds to the confusion of one who has heard about the advantages of lacquer and does not know that nitrocellulose or pyroxylin lacquer is meant. Without questioning the good qualities which may be claimed for numerous formulations that do not contain nitrocellulose, we may set down certain uncontroversial facts: When nitrocellulose is dissolved in the proper solvents with other materials, there results a clear, transparent, viscous liquid-nitrocellulose lacquer. After this is applied, the solvents quickly evaporate-this lacquer dries almost instantly-leaving a clear film that is elastic, waterproof, and greaseproof. It is like a covering of very thin celluloid that is keyed fast to the surface. The colors beneath this glossy film are heightened and brightened. Dust, dirt, fly specks, and finger prints do not readily adhere, and all soiling may be easily removed with a damp cloth. The film is tough and highly resistant to scratching or scuffing (yet flexible enough to score or fold without breaking). It does not discolor or darken whites. It has high protective value against moisture and moisture-vapor.

These are the main characteristics of nitrocellulose lacquer that are of interest to package users, and we know of no other finish which possesses them to the same degree.

It would be misleading, however, to stop here and leave the impression that readers who are interested may now go ahead without further advice and secure these advantages of beauty and protection for all paper and paperboard surfaces. Some matters we have touched upon need further elaboration. We have said that nitrocellulose lacquer finishes for paper are not new. Historically, that is correct. Although we do not know the exact date of the first application, it was at least fifteen or twenty years ago. Practically, it is more accurate to say that the use of lacquer on packages and labels has just begun. That means there is plenty of pioneering still to be done-pioneering by the formulators of lacquer, by those who apply it, and by those who make use of the lacquered product. This would not be so true if we could reveal to everyone the discoveries of those who have been diligently working in this field for some years. Enough progress has actually been made to establish the lacquering of paper firmly throughout the printing trades. But naturally, those who have done the work can see no reason for giving away the fruits of their costly researches, and they are justly entitled to the advantages attaching to priority and experience for as long as they can retain them.

Character of the Lacquering Job

When it comes to getting a satisfactory lacquering job done, it may be the simplest thing in the world, or it may be difficult-depending upon the skill of those with whom you deal, and the character of the particular job. Almost every kind of job on packages and labels for which lacquer logically suggests itself has been, or is in process of being, satisfactorily handled; but not necessarily by those who do your work. Pressure from individual manufacturers of packaged products will be needed to overcome inertia on the part of individual suppliers of cartons and labels. In exerting pressure these manufacturers must understand certain things: For example, our description of nitrocellulose lacquer was necessarily a general one. All nitrocellulose lacquer consists of nitrocellulose dissolved in solvents, but within this definition there is room for many variations in the kind of solvents, in grades of nitrocellulose, in proportions, and in other ingredients. Upon these variables depend the chief characteristics of a given lacquer. The main requirements for a certain job must be known before the proper lacquer can be prescribed. Most nitrocellulose lacquers possess the characteristics already mentioned, but where certain of these characteristics are especially important the lacquer should be formulated with this in mind. On one job a slight odor may not be objectionable, while it may spoil another; folding without cracking is all-important in one case and unimportant in another. These have a bearing on the way the lacquer should be formulated.

The paper stock must be considered, too. As one ink will work well on some stocks and not on others, so

with lacquer. The difference is that experienced printers are familiar with the action of inks on various stocks while they are just beginning to learn about lacquers. Hence, your problem should not be approached with many set ideas. Because you have selected a certain stock, after careful tests, as the best for your purposes, don't be sure that you cannot change with advantage when you decide to use lacquer. Remember that the lacquer will supply some of the protection for which you may have relied upon the stock, and that it will lend luster and brilliance to inks that may look dull on certain stocks without lacquer. It may even be possible to get better results with a cheaper stock when lacquer is used.

Don't shut your mind to the possibilities of making other changes in your packaging if you want to make the most of the improvements lacquer offers. For instance, you may be able to eliminate an inner or outer wrap by making the package grease- and moisture-resistant with lacquer. This may offset the additional cost, but again it may call for a different type of con-

tainer in order to get a tight seal.

This suggestion puts the burden upon the buyer, rather than on the seller of packages and labels, and that may seem the wrong way about to some buyers. If your suppliers are not trying to sell you lacquer, or if they discourage its use, and you do not care to take the responsibility of demanding it, you may wait until competition brings your suppliers into line. Judging by the present trend, this should be soon, for the majority of label and package producers and other printers. However, in every industry there are always some ultra conservatives who resist change as long as possible and often delay progress.

Status of Nitrocellulose Lacquer

Some indication of the present status of nitrocellulose lacquer in the general trade is given by a recent survey of 12 finishers in New York City. It should be understood that while some printers and package manufacturers do their own finishing, much of it is done by specialists working for the trade. Up to the present time, spirit varnish has been the most widely applied finish, but there are many special formulations in use. Out of the 12 finishers in New York who were interviewed, 5 are using lacquer and 7 are not. Among those using lacquer, some were enthusiastically pushing it and others were merely supplying it when ordered. Some of those who are not using lacquer condemned it positively and others were indifferent. While New York may not be typical of the printing centers as a whole, the situation there makes clear the reason for stating that those interested in lacquer may have to take matters into their own hands and persuade their suppliers to learn how to apply it, or find others who know how.

Incidentally, the lacquered work that is being turned out, the standing of the companies that are using it, and the satisfaction it is giving, offer complete refutation to the objecting finishers. One of the objections, offered by those who have tried lacquer, is to its odor. This can only mean that the objector's experience is limited, or that he has not proper facilities for carrying off the evaporating solvents. Lacquer that is odorless when dry, and that has no objectionable odor while drying, is readily available to one who tries to get it.

A blanket indictment on this score is scarcely more reasonable than would be an indictment of all butter because of a rancid shipment. Another objection is to the cost. Quite naturally, a finish that will give a glossy surface can be produced more cheaply than one that gives this, plus all the other advantages of nitrocellulose lacquer. When gloss is all that is required, there is no use paying for more, and so there will always be a field for spirit and overprint varnish; but it is evident that many users of packages and labels want more than gloss and do not find lacquer costs prohibitive in view of its extra permanence and protection.

Consult with Lacquer Manufacturer

There are many printers and package makers who have not used lacquer simply because they don't know how. They do not object to it, but they hesitate to risk spoiling a job through unfamiliarity with materials and process. Their hesitancy will be gradually overcome. With proper equipment and education, lacquer is no more difficult to handle than varnish. Many of the coating machines used to apply varnish are entirely suitable for lacquer; others require special attachments. A new installation is not costly as printing equipment goes. And lacquer manufacturers are beginning to employ service men to show prospective customers how to use their products. The lacquer manufacturer is the key man in the situation today. For one facing the problem of whether or not to use lacouer, who can get no assistance from his regular suppliers of packages or labels, there is no better approach than through one of the high-class manufacturers of nitrocellulose lacquer who is actively promoting its use on paper. He is in the best position to know what type of lacquer is suited for a particular job, and he is most unlikely to risk a failure by recommending lacquer when it is not advisable to use it.

Thus far we have discussed lacquer as an over-coating applied after printing. However, this is not the only method open to users of packages and labels. Candy, stationery, and cosmetic boxes are often covered with pyroxylin-coated papers, and these papers are suitable for many other uses. Under various trade names, they are prepared by a number of converters, and are easily obtainable. Here again you may meet objections from printers who are not experienced in printing on lacquered surfaces, but these should be readily overcome. Successful printing is turned out daily on these papers. Actually they present little greater difficulty than printing on unlacquered papers, although slip-sheeting may be necessary more often.

Nitrocellulose lacquer will never replace all the other finishes for paper. There are bulky, low-priced articles that cannot carry the cost of lacquering the extensive surface of their containers. There are other reasons that will call for a decision against lacquer on this or that individual job. On the other hand, there are many cases in which lacquer offers an almost perfect solution to vexing problems that have hitherto been only partially solved. Many are wondering today whether it offers the way out of their difficulties.

At any rate, if you are a purchaser of printed material, you ought to know when, and where, and how to use lacquer. It is hoped that these suggestions will put you on the road towards acquiring this knowledge.

Is eye-appeal unimportant in packages that don't go over the counter?

BY C. I. SHOWER

BECAUSE approximately 85 per cent of the goods sold in the domestic market passes over the retail counter, there is the belief among many manufacturers that items not following this course of distribution require no particular consideration of eye-appeal. Such manufacturers sit back with the satisfaction that they

are "getting by" without the use of "pretty". packages. All they need a container for is to get their merchandise to the consumer in good condition.

While this is still the general opinion of the majority of manufacturers, there are isolated cases where manufacturers have really appreciated the advantage of eyeappeal, despite the fact that their products were not over-the-counter sellers. Their (Continued on page 110)

*Cooper & Shower, Designers



Flexibility in package handling

INCREASING use of the "continuous flow" or "straight-line" methods and greater portability features are distinguishing characteristics of materials handling equipment in its application as a coordinating factor in conjunction with packaging machinery. It is being recognized to a greater extent than ever before that, to secure the maximum advantage from straight-line production facilities afforded by modern packaging machines, materials must be transported from processing departments and storage to the packaging machine lines with a minimum of waste in handling. Likewise, it is axiomatic that there is an increase in cost, but not in value, with every unnecessary handling of packages after they leave the final packaging operation until they arrive at final destination. Consequently, greater attention is being accorded the various handling operations incidental to transporting packages to container packing operations, to container sealing, to marking and labeling, to storage, to shipping department platform and to any other intermediate points, as well as to those operations involved in loading and stowing in freight cars, motor trucks or other carriers.

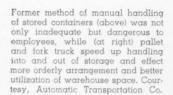
For reduction of handling costs and the proper coordination of the flow of materials at both ends of the packaging lines, mechanical conveyors of various types are becoming familiar aids. For certain classes of handling operations in many industries, conveyors fill the requirements more adequately than any other class of equipment. However, for many other commodities and in many plants, skid platforms and lift-trucks, either hand or power operated, floor trucks and trailers, monorails, portable elevators and other mechanical devices are equally or more suitable for the particular operations than are conveyors.

In an ideal set-up, according to fundamental principles of good production practice, there is no rehandling, no backward movement. Raw materials enter the plant at one end nearest the first production operation, and each successive step carries them forward until the goods move through the finishing operations and out through the shipping room doors. The materials handling system is the *unification force* that relates

each factory operation to all others.

In food industries, by the very nature of the products, there are inherent opportunities for this straight-line handling system. For example, take bakeries. In the modern plant, the necessity for cooling bread so that it can be wrapped properly makes mechanical handling a real production tool. The particular class of equipment is an individual decision, to be made after consideration of all factors. For instance, in one comparatively new plant, we find a system of conveyors, including a multi-tier bread cooler, which can handle 4,000 loaves a day; a belt conveyor, which takes the loaves from the discharge end of the traveling oven; an inclined conveyor to lift bread to the cooler, and, in addition, spiral bread chutes and belt conveyors for sorting bread. In another plant, reliance is placed on an overhead monorail handling system, motor controlled, which trans-







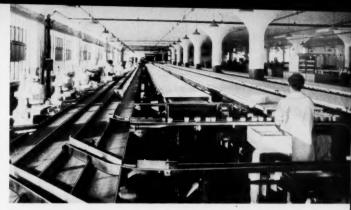
ports large multi-tier bread racks through the various departments of the plant. Still others, due to industrial plant requirements, depend on manually operated floor trucks and racks.

The continuous flow principle is illustrated in many of the recent improvements in materials handling methods instituted by progressive breweries following their adoption of cans for beer. One such installation unites its packaging units by a well controlled conveying system. Containers with 24 empty cans are raised from the railroad siding by means of a vertical-lift elevating conveyor. The latter handles 1200 cartons per hour, and discharges them onto a gravity roller conveyor. At the discharge station the containers may be switched either to a storage line or directly to the can feeder table. After the various filling and other packaging operations, a spiral chute, equipped with intermediate discharge station, takes filled and sealed containers to a shipping platform for handy loading into either railroad cars or trucks.

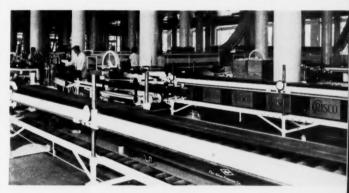
In distilleries, particularly those which were constructed during the past year or two, the coordination of handling with packaging is more noticeable than in the old days. The flow sheet in a typical plant would show somewhat the following: Bottles after filling, capping and labeling are transported by bottle conveyor to operators who apply the Government seals. Then they are carried on a belt conveyor to the packing stations, where operators put the requisite number of bottles into the containers. The filled container then travels on roller conveyor to the sealing machine. From the sealer the cartons are conveyed to warehouse or directly to the shipping platform. In others, floor trucks, skids and lift-trucks do the work of handling from labeling operation to packing station, and out to the warehouse or shipping department.

One of the comparatively new operations in the packaging field is the use of a live roll conveyor for eliminating up and down travel and maintaining a handy working level. This is incorporated not only in horizontal, incline and decline conveyors, but also in the spiral type, which is very useful for conveying loads upwards and downwards between floors and in retarding cases moving on the (Continued on page 109)

Below: Distillery products in containers move from packer's station to sealing machine by gravity roller conveyors and from the sealing machine are conveyed to storage, pending delivery to bonded warehouse. Right: Stored cartons are dispatched to loading platform over gravity roller and inclined belt conveyor. Courtesy, Mathews Conveyer Company



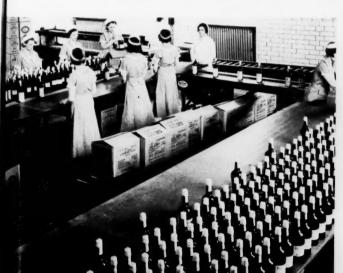
Coordination: Four lanes of narrow belt conveyors in this plant discharge onto four wider belt conveyors. Courtesy, The Lamson Company, Inc.



Continuous flow is made possible by coordination of conveyors and packaging, packing and sealing equipment. Courtesy, The Alvey-Ferguson Co.



Filled bottles move on belt conveyor to packers while empty shipping containers are also carried by belt to packing station. Courtesy, The Alvey-Ferguson Co.





MARCH 1936



Merchandising the self-selling specialty

THE dream of every sales executive is to devise some way of short-circuiting the inertia, bad business sense, stupidity or lack of enterprise of the average dealer or sales clerk. In a perfect selling world, every dealer and clerk would be wide-awake, energetic, intelligent and endowed with a personal interest in selling the largest possible quantity of any given manufacturer's products. But, since such perfection doesn't exist, the problem of getting around the limitations of the average person behind the counter is an ever present one. It may be added, an ever present headache.

Particularly is this true in the drug store field, when long hours and tiring conditions tend to dull the enterprise of even the most sparkling salesman. And, of all products, the standard specialties are the most likely to suffer from underselling. In spite of the fact that items required for every medicine cabinet are the most logical "impulse sellers," the average pharmacy worker will tend—in almost every instance—to devote his time and his most preferred counter space to the promotion of specialized items having only a limited appeal or

Telling a complete sales story and providing easy dispensing of product, this display performs plus functions for retailer and

appealing to only a small fraction of possible consumers entering the store.

In this regard, the retailer and his clerks are not wholly to be condemned. His choice of items for display is often dependent not so much upon the possibilities of consummating the largest volume of sales as upon the possibilities of garnering the largest gross profits. Thus he naturally tends to feature items of no fixed value, items which offer a higher margin of profit although a much smaller potential voluem, In such cases, there is a distinct conflict of interest between the manufacturer and the dealer-a conflict that can be overcome only by making selling so easy, so automatic as to encourage proper display in spite of a lower gross margin of profit. When such a policy is followed up with verbal and written elucidation by the manufacturer's and the jobber's sales force, reasonable dealers can be expected to act, in self interest, in a way pleasing to the manufacturer.

The problem of the manufacturer therefore becomes one of devising a means of making the display of his product and its sale so easy as to become a practically automatic procedure on the part of the dealer.

While this may sound as if it were simple of accomplishment, one has only to look at the innumerable instances of the failure to achieve just these ends, which dot every drug store shelf and storeroom, to realize that the problem is not as simple as it sounds. In competing for the most valuable space in the store—the next-to-cash-register counter positions—one finds his ingenuity matched and bettered by that of not only his immediate competitors but of every other manufacturer of drug and related items

It is largely in view of these facts that the display recently sponsored by Parke-Davis & Company and manufactured by the Thomas A. Schutz, Inc., is deserving of most serious consideration by all packagers seeking heavy drug store volume for staple items. For, in its success in solving all of the problems that arise in planning such displays, this simple lithographed assortment holder is unique.

The first essential in securing dealer cooperation, is a display that makes it "natural" for the dealer to place it in preferred counter position, without giving the matter too much thought. (Continued on page 108)

Distinctive Caps add the FINAL TOUCH OF STYLE



STYLE in an individual package—or in a family group of packages—is emphasized by the use of an attractive closure. Packages in the "Goodier" family are sealed with distinctive, Armstrong's Metal Caps that place the final touch of "eye-appeal" on each container.

Nor does the quality of Armstrong's Metal Caps end with their neatly lithographed surface beauty. Armstrong believes that the basis of high quality metal caps lies in modern equipment and carefully supervised factory operations.

That's why Armstrong's Metal Caps, created by thoroughly experienced workmen, offer a close dimensional control of cap contours and insure metal caps that will meet the variations of commercial glass. When you specify Armstrong's Metal Caps, you purchase carefully selected, high grade metal, painstaking accuracy in every manufacturing detail and accurate lithography that will faithfully reproduce your trade-mark or design in lively colors.

Armstrong manufactures a complete line of closures for every sealing need. There is a closure that is best suited to the requirements of your product. It may be a metal cap, a molded plastic cap, a cork, a crown — any of these — plus an "outer seal" in the form of a Cel-O-Seal cap or band. Armstrong supplies them all—and will make laboratory tests to determine the right closure treatment for your product. Write today, for full information, samples, and prices. Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Pennsylvania.



Editorial opinion

Bouquets and brickbats

Now that the Sixth Packaging Conference and Exposition has become history, we can take stock of its various events and accomplishments, pass out the bouquets and the brickbats, let the chips fall where they may, and otherwise summarize just what happened. All in all, we think, it surpassed those of earlier years and marked up a greater advance, proportionately, than has been previously evident. But this was to be expected because of the responsibility which must be assumed by any organization or group that tenders a service to packaging interests and anticipates the cooperation of the packaging industry. The latter is fast-moving and progressive—demanding, if you will, because of its constantly increasing importance in the field of distribution and merchandising.

Certainly the conference sessions as a whole were marked by a more lively interest on the part of those attending; the papers showed the result of careful planning and a definite coordination of the subject to which each session was dedicated: more significant and constructive discussion. This year, we feel, has laid a permanent foundation for the continuance of that type of meeting which will be of lasting benefit to those who consider packaging seriously. We feel further that the removal of certain restrictions which characterized some of the former conferences is definitely a forward step, and that the recognition, on the part of those in charge of such meetings, that participative effort is to be encouraged rather than stifled is to be highly commended.

However, in contrast to the conferences, the clinic still remains almost in a static state—actually a retrogression if one considers the possibilities of such meetings. While it is true that the "staging" of the clinic was excellent—certainly no one will gainsay the advantage of showing large models of the packages to be discussed. And we know, too, that a great deal of commendable work was done in making preparations and arrangements for that meeting. But it was as though "the spirit was willing but the flesh weak," for the discussions—in fact, in many cases, the actual presentation of the packages—were devoid of constructive inspiration. Time after time an opportunity to bring out important points with reference to design, construction and production of

the packages under consideration was completely "muffed." And this is the more amazing because that session was particularly well attended. Whether this was because of the inability of discussion leaders to so conduct the meeting, a temerity on the part of the listeners or their unwillingness to engage in controversy with the "experts" or a feeling that the session was in the nature of a one-sided controversy, we cannot say. Our views on past clinics are well known—we can find no rejoicing in the contemplation of what happened this year.

Colorful in its presentation and attracting its full share of attention, the exposition this year deserves commendation-certainly so far as the individual exhibits were concerned. And, be it said, most of the exhibitors reported satisfactory results-an encouragement which should augur well for future shows. But, we ask ourselves, why was there not a greater endorsement from other manufacturers in similar lines? Two, three or four years ago the answer would have been a simple one-a conservation of resources and an unwillingness to engage, other than to a limited extent, in promotional expenditures. But this cannot be offered as the reason this year. We venture the suggestion that the underlying cause of this reluctance be found and, if possible, corrected. An endorsement of the packaging exposition by the entire industry is not an impossible attainment. Let's have it!

Important, too, is the consideration in future conferences and exhibitions of the floor plan arrangement. To one who conscientiously makes the rounds of the various meetings and visits the exhibits, the task of climbing stairs or dashing into elevators to get from one place to another is not conducive to an otherwise good temper. We think that the suggestion made regarding the utilization of Madison Square Garden for future affairs is an excellent one.

In conclusion, we also say—let's have more promotion for these annual meetings. This year's attendance was about seven thousand. And Modern Packaging knows there are more who will turn out if properly urged.

J.E. a. Charlton



STOP HIERIE

...if BOXES have You Bothered



Why do you suppose so many others "stop here?" Because BURT Boxes over a period of time have established a reputation for quality, dependability and economy.

In the field of set-up paper boxes, our plant is not only the largest but our service, our design department, our cooperation with our customers in every way reflect years of skill and experience.

"Stop here" and put all these powerful resources to work for you. Find out what BURT can do for you. Now is the time below is the address.

F. N. BURT COMPANY LTD.

500-540 SENECA STREET, BUFFALO, N. Y.

Plants and personalities

Harold Van Doren and Associates, industrial designers at Toledo, Ohio, supersedes the firm of Van Doren and Rideout which was recently dissolved after a three year partnership. Mr. Van Doren will continue to handle designs for The Toledo Scale Company, The Goodyear Tire and Rubber Company, The Maytag



HAROLD VAN DOREN

Company, The Plaskon Company, and numerous other accounts from the Toledo office. Other members of the firm, some of whom have gained national recognition for their work, are Robert C. Deiggert, Edna Remmert, W. F. Brecht, and R. K. Knoblaugh.

L. Eickstedt of the Arabol Mfg. Co., manufacturers of adhesives for more than fifty years, has been appointed resident manager of its Pacific Coast Branch located at 30 Sterling St., San Francisco, Cal. Mr. Eickstedt was formerly a member of Arabol's staff at Cicero, Ill.

Novel uses of glass will be featured, the best contemporary American designs of glass for many familiar and unfamiliar uses of glass will be emphasized, and interesting suggestions for the future adaptation of glass to new uses will be indicated by the 1936 Exhibition of American Glass Industries at the Brooklyn Museum, Brooklyn, N. Y., March 21 to April 19.

Owens-Illinois Glass Company has recently formed the Dairy Container Division which will coordinate the activities of the company in serving dairies through twenty-five branch offices located in principal metropolitan centers. E. F. Glacken is director of this newly formed division and Russell B. Wilhelm is assistant. Not only does Owens-Illinois supply high grade glass containers of every type for dairy use, but it also makes available merchandising cooperation through the laboratories of its Packaging Research Division.

Champe S. Andrews, vice-president and director of National Folding Box Company, died at New Haven on Feb. 25, following an operation. Mr. Andrews was born in Chattanooga, Tenn., sixty years ago. After graduation from the Auburn Polytechnic Institute, he entered his father's law office in Chattanooga. Subsequently he moved to New York, where he practiced law several years. About twenty-five years ago he abandoned law and joined his brothers in manufacturing. He became sales manager for the National Folding Box Company in 1924.

The Bostitch Sales Company has completed two substantial additions to its plant and general offices at East Greenwich, R. I. Since the first of the year it has occupied its new office building and at the same time the staple manufacturing department was expanded into new quarters more than doubling the previous facilities. Starting with a desk machine which was essentially a paper fastener for office use, Bostitch has extended its line of fastening devices so that today its machines are used in many types of manufacturing as well as packaging and display work. This organization not only completely covers the United States, but has capable representatives in practically every country.

Milprint Products Corporation announces an exhibit of transparent and multi-colored packaging which will be held from April 18 to May 2 at its New York office, 827 Graybar Building. This display is a concentration of materials and ideas that have been successfully used in the packaging of products by manufacturers and distributors throughout the United States.



EGMONT ARENS

Egmont Arens has opened his own offices as industrial design consultant at 480 Lexington Ave., New York. Mr. Arens has been director of industrial styling for Calkins & Holden. Inc.



Nix Poilati package in a section is to cities. Just as rapidly as production and the work of changing over can be accomplished additional markets will be supplied until there

is complete circulation.

STOKESESMI

Frankford, Philadelphia, U.S.A. British Office: 23, Goswell Road, London, E. C. 1 Stimulating sales for new models of old brands

N^{EW} models bearing the name of a popular manufacturer always have an advantage in sales. The retailer, familiar with the performance of established items, will have no hesitancy in stocking the new, while the consumer needs little introduction to such products. Often, satisfactory sales will result even if no other impetus than that of the product and its name is given. But such "manufacturer-acquiescence" is seldom considered as sufficient; the opportunity for further performance, gained through the use of effective packages and displays, holds possibilities that are of too great importance to pass unrecognized. So we find that the merchandising plan followed by established companies, in the launching of new items, does not stop with the design of the product. Each product must be given the setting from which it can profit most. And the finishing touch is in the creation of a stimulating package.



Such was the idea which marked the introduction, by The Ingersoll-Waterbury Company, of three of its new watches—Lapel, Compact and Topper. Each, of itself, has much to recommend the attention of consumers, for with the trend towards convenience, small size and economy they incite immediate interest as soon as they are seen. Of equal ingeniousness, too, are the designs of the boxes which contain these watches—each forms a consequential display or background setting for the product.

For the Lapel, a folding card, printed in a check provides a miniature coat which serves as a display for the watch. This, when shown on the counter, stands upright in the set-up box that contains the ensemble. The display box for the Compact watch consists of a base in which rests a reversible cover with a cutout recess

that holds the watch whether it be in its "compact" position or open and ready for use. The Topper box, in shape, is not unlike other displays for wrist watches, except that it does reflect individuality by reason of the distinctive design carried on the top—high hat, stick and gloves, in black on a silver background, with the designation "Topper, by Ingersoll" in black lettering.

States R. E. Brown, general sales manager for the company: "The Lapel and Compact were first given to our salesmen during our sales meeting early in January and won the support of the trade and we find ourselves heavily oversold. The Topper wrist watch, representing an endeavor on our part to satisfy the demand for a smaller made watch with round, easily-read dial, is also selling in quantities in excess of our expectations." The boxes were made by the Waterbury Box Company.



"I can't seem to hold on to Modern Packaging when it reaches my office," writes the president of a prominent Midwestern company. "The copy that came in last week was swiped by my sales manager while I went through my mail. It was swiped from him by the plant superintendent, who lost it to a visiting district manager. I've just gotten it back from our art director who claims he got it from the assistant sales manager."

To make things easier for executives troubled with sleight-of-hand associates, we suggest a dual subscription . . . one for the plant, and one for the name. The combined rate is only eight dollars a year, a two-dollar saving. Use the attached card . . . and here's hoping your wife won't borrow your home copy!

MODERN

425 FOURTH AVE

PACKAGING

NEW YORK CITY



Plastic boxes from stock molds

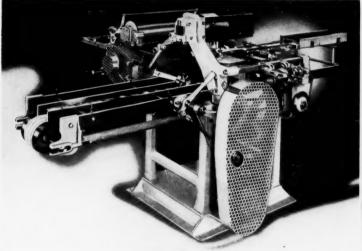
SHEET THREE

These boxes will endure long after their original content has been used and can be had in a variety of colorful plastics without mold cost. Many molders throughout the country have stock molds from which practical packaging units can be quickly made and quantities need not be great to secure a low price. Many of these boxes are illustrated in the new 1936 PACKAGING CATALOG and will be presented from time to time on these pages as well. In writing for samples and prices please mention both sheet number and item number.

- 9. Oblong box with decorated cover. Inside dimensions of box, 4 in. by 2% in. by 1% in. deep. Overall height of box with cover is 2% inches
- 43. Flat cigaret case with hinged cover. Holds ten cigarets with metal clip inside. $3\frac{3}{4}$ in. by $2\frac{3}{4}$ in. by $1\frac{1}{2}$ in. thick
- All the boxes following have full telescope covers
- 44. 6% in. by % in. by $\%_{16}$ in. deep inside. Cover has thumb grip
- 45. $3\frac{3}{8}$ in. by $2\frac{5}{16}$ in. by $1\frac{1}{8}$ in. inside.
- 46. 31/2 in. by 2 in. by 11/8 in. deep inside
- 47. $4\frac{1}{2}$ in. by $1\frac{1}{4}$ in. by $1\frac{1}{8}$ in. deep inside
- 48. $5\frac{3}{16}$ by $2\frac{7}{16}$ in. by $1\frac{1}{8}$ in. deep inside

Address all inquiries to Plastic Box Department, Modern Packaging, 425 Fourth Avenue, N. Y. C. All molders are invited to send sample boxes from stock molds to appear on this page as space permits

Wraps an Entire Line of Products in a wide variety of sizes



For plain or
printed transparent
wrapping
or
Printed paper Wrappers

A LOW COST MACHINE

with high production capacity

This modern machine has won wide favor among package goods manufacturers, because of its comparatively low cost, its high production capacity and the wide range of sizes it can wrap.

Accommodates packages from $1\frac{1}{2}$ " to 12" long; 1" to 5" wide; $\frac{5}{8}$ " to $3\frac{1}{4}$ " high. A similar model wraps larger packages in the following range: 5" to 12" long; $7\frac{1}{4}$ " to $3\frac{1}{2}$ " wide; 1" to $4\frac{1}{4}$ " high.

Wraps packages in *plain* or *printed* transparent material or foil in *roll form*, making large savings in the cost of this material in sheet form, as used for hand-wrapping.

If printed paper wrappers are used, the machine is equipped with sheet-feed mechanism. When printed transparent material or foil is used, the machine has an electric-eye registering device which locates the printing accurately on the package.

Equipped with automatic stop so that it will not operate unless there are packages being fed to it. Automatically resumes wrapping when a new supply of packages comes through, thus eliminating waste in wrapping materials.

 $Speed\mbox{$=60}$ to 75 per minute, depending on size of article wrapped.

The FA offers a splendid opportunity to modernize your wrapping equipment at extremely low investment cost.

Write for Particulars.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES · MEXICO, D. F., Apartado 2303

Peterborough, England: Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.



The FA is adjustable for handling a wide range of sizes

PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

Improving sales of bird food products

IN the days of one-horse cars and buggies, when hoop skirts were the fashion, Jacob Vanderbilt, a distant relative of Commodore Vanderbilt of Staten Island, started a gravel and bird seed business in Hoboken, N. J., which in a short time was destined to become of importance where canary birds were concerned. From a horse and truck delivery to more horses and trucks, and finally to a fleet of modern motor vehicles marked the progress of the company's activities.

Upon the death of Jacob Vanderbilt, Forest T. Horton, one of the salesmen, took over the business. Modern machinery was installed for the cleaning and proper screening of the different kinds of seeds which came from foreign countries. Other bird food products were added and improved and the business was incorporated in 1918 under the name of the F. T. Horton Company, Inc. Mr. Horton died in 1926 but the business has since been carried on by Mrs. F. T. Horton, assisted by her son

Recently it was decided to improve and modernize the packages. The old style packages, two of which are shown in an accompanying illustration, had been used for several decades, and while these were serviceable and maintained "consumer recognition," it was realized that more "shelf appeal" was needed to maintain continuing sales. The change, with its rearrangement of elements, greatly simplified the appearance of the cartons and produced an advantageous poster effect. Furthermore, the use of a red background with the bird in canary yellow, the letter V in white and lettering in yellow and white gives a color scheme that seems far more expressive of the product than that which was originally obtained.

Shown also in illustration is one of the new display containers in which the simplified design has been used. Here the bird trade mark has been given prominence and serves to effect a "family" tie-up with other products of the Horton line.

The results from the adoption of the redesigned packages have been most satisfactory—sales have increased tremendously, according to the company. Brooks & Porter, Inc., designed and manufactured the new packages.



Kimpa

CREPE WADDING

protects against shipping damage



many ways ... that hundreds of manufacturers now claim it the ideal protection for all types of merchandise. Blue Waltz, Inc., distributors of fine toiletries, use KIMPAK as illustrated. This is only one of KIMPAK'S many uses. There are dozens of others. One or more of them can solve any

KIMPAK is so soft and light . . . can be used in so packing problem confronting you...KIMPAK is clean. It can

FREE! 1936 Portfolio of KIMPAK KIMBERLY-CLARK COR-PORATION, Neenah, Wisconsin, Address nearest ades office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Gentlemen: Please send us 1936 PORTFOLIO OF KIMPAK. Company. Attention of... Our product is ...

be applied easily and quickly without muss. It protects against all forms of shipping damage, economically. KIMPAK is available in sheets, pads, and rolls of various sizes and thickness... It costs nothing to learn the convenience, safety and economy of KIMPAK. Send today for FREE sample portfolio.

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin

Sales Offices: 8 South Michigan Avenue, Chicago

122 East 42nd Street, New York City

510 West Sixth Street, Los Angeles





ABSORBS





FOR YOUR INFORMATION FILE

INTERESTING is a new mailing piece issued by the Mid-States Gummed Paper Company, 2433 S. Damen Ave., Chicago, Ill., entitled "The World Moves On." The leaflet has the appearance of one of Ripley's "Believe It or Not" features, with the answers under it and is printed on Green Core gummed tape.

FOR manufacturers in the beverage industry who require stock labels, the recently issued catalog of the Lehmann Printing and Lithographing Company, 400 Fourth St., San Francisco, Cal., will prove of great interest. The assortment shown is most extensive and is indicative of the stock avaliable for immediate delivery. Shipment can be made the same day on which an order is received.

WHENEVER the subject of gummed paper comes up among printers, lithographers or advertising men, the topic eventually swings around to the ease or difficulty of handling gummed paper. In a new and novel portfolio, entitled, "A Case of Good Business," the Mid-States Gummed Paper Company, 2433 S. Damen Ave., Chicago, Ill., describes the ease of handling Mid-States flat gummed papers. It also tells of the many idea-



producing sales helps advocated by the Mid-States company for the purpose of showing advertisers exactly how printed gummed paper will fit into their merchandising and advertising plans. For sales as well as advertising men, the portfolio is valuable as illustrating an excellent follow-through for a well-conceived sales campaign.

FACTS concerning packaging problems are always of interest to manufacturers who are seeking to improve the packages used for their products. A most helpful contribution is to be found in the portfolio

"Case Histories of Packaging," which is issued by Riegel Paper Corporation, 342 Madison Ave., New York. Therein will be found twelve actual instances of package successes wherein effective use has been made of Riegel products. These are summarized in such a way as to make not only good reading but offer wide-spread possibilities for successful packages for products other than those actually mentioned. In addition to indicating reduction of packaging costs, there are suggestions for improving protection and increasing sales.

SUITABLE for use with a wide variety of materials is Aratex Flexible Paste, the properties of which are described in a folder recently issued by the manufacturer, The Arabol Manufacturering Company. This product is said to be clean, economical, flexible, non-shrinking, non-injurious and waterproof. It is avaliable in 1-gal., 1-qt., 1-pt., 1/2-pt., 5-oz., 4-oz., and 2-oz. jars.

PUBLISHED for many years and discontinued about four years ago, *Bottling and Packaging Engineer* again makes its appearance, this time in new dress and new purpose. It will offer and advance constructive ideas on every phase of activity essential to the conduct of a successful business, particularly as it effects operations connected with the bottling and packaging of liquid and semi-liquid products.

As previously, the magazine is published by the U. S. Bottlers Machinery Company, 4021 N. Rockwell St., Chicago, III.

FEATURING eleven new lines never before shown, the District of Columbia Paper Manufacturing Company issues its "1936 Made in America Box Cover Sample Book." In addition to these, staple lines of box covering papers are included, together with the price list to box makers. The samples are so presented as to enable a quick glance at every pattern and color. Included also is a paper selector or cut-out card which enables a visualization of the appearance of the box as wrapped in any sample shown.

VACUUM FILLING MACHINES is the title of a new catalog issued by The Karl Kiefer Machine Company, Cincinnati, Ohio. The book is printed in two colors throughout, with a distinctive mottled green cover. The various Kiefer machines are illustrated and described in an interesting manner, and an unusual feature is a display of "a few of the many nationally known products which are bottled on the Kiefer Automatic Rotary Vacuum Filling Machines." These products—one hundred ten in all—were grouped and photographed in one "shot", resulting in a striking line-up of merchandise of various kinds, sold north, east, south, west. In the list are included medicines, cough syrups, liquors, liniments, shampoos, lotions, emulsions, antiseptics, inks, polish, sauce, extracts and shoe polish.

Views of representative installations are shown, including such well-known plants as Sharp & Dohme, Campana Corporation, Hiram Walker & Sons, Inc., Bristol-Myers Co., Hoffman-La Roche, Taylor Grape Juice Co., McKesson & Robbins, Inc., Curtice Bros. Co. Another interesting feature is a list of installations of Kiefer vacuum filling machines of various kinds.



Wheatena joins the Group

SPECIAL Riegel liner is now found in every package of Wheatena—a product that established its popularity many years ago, and maintained this popularity through modern methods of selling, advertising and production. Most of the sales leaders in the cereal field use Riegel Papers, and the reason is logical for the Riegel Mills make the widest variety of packaging papers in the country. In addition to many standard grades, an endless chain of special papers are produced to fit the specific needs of individual manufacturers.

This broad experience in many fields enables us to offer comprehensive and unbiased advice. If you are faced by some production problem, bringing out a new package, dressing up an old one, or trying to cut your packaging costs — write for information today, and request our recent portfolio "Case Histories of Packaging."

RIEGEL PAPER CORPORATION

342 MADISON AVENUE



NEW YORK CITY



Call your color shots

HELL holds no terror for the printer who, on the third day of his tussle with one corner of the rainbow, has not yet matched that damned color. Hopelessly mired among a thousand islands of ink, none of them quite a match, the press standing idle, the customer shrilling for delivery, that printer could give

Dante pointers on Hades.

Of course, one way out is to throw the whole problem up to the ink makers. They'll work out a formula. But the charge, however nominal, is just that much out of a narrow margin of profit. At last one ink maker, The International Printing Ink Corporation, did an eminently sensible thing. It worked out formulas for a hundred colors and tints, just about blanketing the whole spectrum. That was nice of the company, but how many printers could stock a hundred or even half a hundred different inks? So IPI worked out the idea to require only eight basic colors. Still a formula and a match are necessarily synonymous. To give the smallest printer the same facility in matching flat colors as the largest, it devised a cleverly simple measuring and mixing equipment by which even the most inexperienced person can match any conceivable color or tint from these formulas as precisely and as quickly as do the color experts of IPI, and called it "The IPI Match-Box."

The most important items of the IPI Match-Box are the combination mixing slab and measuring device, an arrangement of numbered lines under plate glass, and a color chart of the eight basic colors and the one hundred colors and tints which are derived from them. There are two units of measure in working out these formulas, "line parts" and "cap line parts." A "line part" is the amount of ink squeezed out of the tube on one line of the chart at the fullest opening of the tube. A "cap line part" is the amount of ink squeezed out on

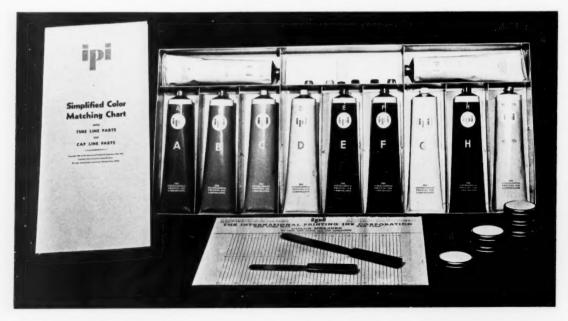
a single line through a special cap screwed on the tube which has an aperture reducing the flow of ink to one twenty-fifth as much as the "line part" flow. At the left of each color on the color chart is printed the formula in "line parts" or "cap line parts.

The actual mixing of the formula is simpler even than it sounds. Each tube of basic color is lettered to correspond with the key letters of the formulas. Each color is squeezed out on the mixing-measuring slab the number of lines called for in the formula and then mixed with the two knives provided. It is astonishing to see an absolutely inexperienced person do this for the first time and match the color as precisely as the best color expert could. Each formula makes a quarter pound of ink. Smaller or larger quantities are, of

course, easily worked out from this basis.

The whole kit-color chart; measuring-mixing slab; mixing knives; eight tubes of basic colors; a tube each of reducer, dryer and binder; extra keys for squeezing the tubes and extra tube caps-is contained in a neat metal case (30" x 131/4" x 3"), enameled neutral gray. Certainly the price of this outfit can no more than cover the cost of the inks and other materials. The color chart, incidentally, can be purchased separately. That suggests rather happy follow-throughs in color matching such as persuading difficult clients to use the chart in selecting colors instead of their imaginations, standardizing colors in direct-mail outfits from the creative department right through to the pressroom and similarly in advertising agencies from the art department right through to the engraver and printer.

This color chart has an application entirely apart from its original purpose of showing the hundred colors and tints possible with these eight basic colors. It is in three sections. The first reproduces the basic colors together with formulas (Continued on page 109)



KNOXIII a new product.

RAOT LILL







a new product a new Package a new display basket for the new Package



A FORBES Display Basket, lithographed in 6 colors. U. S. Patent No. 1,860,349

THE new KNOX-JELL is a delicious dessert, which accounts for its rapidly ascending sales curve. But it first had to be introduced to the consuming public, intelligently and quickly.

FORBES was privileged to create, design and produce the new cartons and displays—cartons that immediately suggest gelatine, yet distinctly identify KNOX-JELL; FORBES patented Display Baskets, rich in color and appetite appeal

Creative designing, founded upon sound merchandising knowledge and experience, produced these successful sales-building units.

POWERFUL, MODERN, CREATIVE LITHOGRAPHY AND PRINTING



FOR CREATIVE CO-OPERATION CONSULT FORBES

FORBES LITHOGRAPH CO

NEW YORK . PHILADELPHIA . ROCHESTER . CHICAGO . DETROIT . CLEVELAND

M. I. T. course in packaging engineering

A MODERN educational institution must include in its program not only the standard courses of traditional merit, but other courses with sufficient flexibility of content to meet the march of progress. Having in mind the increasing demand for engineers trained in



PROFESSOR R. G. HUDSON
In charge of the new course in Packaging Engineering at
Massachusetts Institute of Technology

the sciences and arts relating to the production of improved packages, the Massachusetts Institute of Technology in 1934 offered an optional course in General Engineering with Packaging as its major objective. The curriculum now in operation was developed with the

cooperation of various authorities in the field of packaging. Next June will graduate the first two candidates for the S.B. degree who have specialized in Packaging Engineering.

The freshman year includes the standard preparation in chemistry, physics, calculus, English, drawing, and descriptive geometry. The sophomore curriculum contains physics, calculus, differential equations, applied kinematics, machine drawing, applied mechanics, machine tool laboratory, engineering chemistry, English, history, general biology and bacteriology.

The junior year includes applied mechanics, heat engineering, electrical engineering, mechanism of machines, machine design, automatic machinery, materials of engineering, refrigeration, factory production, technology of food supplies, and political economy. The senior year is given to a study of the storage and transportation of food, air conditioning, textile analysis, manufacturing problems, production machinery, business management, marketing, and advertising.

Opportunity is offered throughout the curriculum for the substitution or inclusion of courses in industrial design, graphic expression, statistics, corporation finance, accounting, business law, report writing, committee work, and a wide choice of cultural subjects. During the senior year, the student makes an original investigation and report of some problem in packaging.

It will be evident that any graduate who has obtained a comprehensive view of the general content of the course will be well qualified to take up any packaging problem with a background of preparation which should ensure proper scientific treatment. Since the materials used in packaging are often peculiar to that field, this type of educational specialization should stimulate the development of new materials of greater durability, increased convenience and beauty.

Protecting Business Ideas

Harper & Bros. (\$2.50)

It seems but a short time ago when we read and reviewed a book, "Window Display for Profit," in these columns, although in checking ourselves we find that this book reached our desk some five years ago. The author was William Harrall Leahy, then advertising manager of Dennison Manufacturing Company.

Now, from the same author comes a new book, "How to Protect Business Ideas"—and again we are eagerly intrigued with a work which covers its subject comprehensively and in a most understandable fashion. From his past background and his present activities—he is now general counsel for the Dennison company—Mr. Leahy draws on a wealth of experience which, together with his knowledge of legislative facts, he has combined in the preparation of his latest book. The result is a readable and constructive volume which has a distinct place in the reference library of those who buy and sell business ideas.

This book presents for the first time in one compact, inexpensive volume, a simple yet authoritative

study of what to most people is unknown territory—the whole story of how to obtain and use to the best advantage, trade marks, patents, copyrights, labels and kindred properties. Anyone wishing to promote ideas or suggestions dealing with any one of a number of fields—merchandise, machines, formulae, processes, designs or advertising—will find this new volume an invaluable handbook of advice and suggestions for the protection of his legal rights and privileges.

D. E. A. Charlton

Arthur D. Fuller, director of manufacturing and vicepresident of the National Adhesives Corporation, has just returned from a five-weeks' European trip, having visited the company's plants in England and Holland and spent some time in France and Germany.

Window Facts, Inc., Commerce Bldg., Milwaukee, Wis., has been organized to specialize in national point-of-sale advertising. Services of the organization will supplement other forms of promotional activities. A limited edition of a new booklet, soon to be released, will describe the services rendered by the company.

ARE YOU CASTING FOR NEW PACKAGE IDEAS?

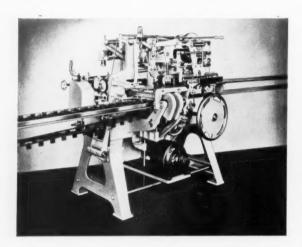
Casting for ideas for a new package—or to improve an old one—to meet present-day competition is as important as improvement of a product or the development of a new one. Today, Heekin Lithographed Cans with harmonized colors are preferred by those who want colors that are reproduced truely, colors that stand up under wear and colors that stand out with brilliancy and eye-catching appeal. The next time you think of lithographed metal containers think of Heekin. Let us work out your problems for you. The Heekin Can Company, Cincinnati, Ohio.



Equipment and Materials

Improved Bar Wrapping Machine

An improved bar wrapping machine, known as Model GH, has been announced by the Package Machinery Company, Springfield, Mass. It is stated that this machine will handle bars up to 10 in. in length, additional parts being furnished to wrap more than one size.



Flat or "turned-up-side" trays are fed by a card feed located at the end of an infeed conveyor. Scored cards are used to form the trays; they are fed flat and a plunger forces the card down between the chain feed lugs, turning up the sides and forming the tray.

The machine uses printed transparent material in roll form, registering the printing on the bar with a photo-electric cell. Printed foil in roll form may also be used, and in this case the electric eye is actuated by reflecting light. An inner liner may be used in addition to the outer wrapper, the cut-off of both sheets being the same. If printed paper wrappers are used, the machine is built with sheet-feed.

An outstanding advantage claimed for this machine is the neat, firmly sealed wrapping it makes on *irregular-shaped* as well as regular-shaped bars.

New Flexible Labeling Unit

Four new features are incorporated in the White Vac-Spray labeler recently placed on the market by the White Labeling Machine Company, 724 Second Ave. South, Minneapolis, Minn. It is claimed that this labeler is so designed that it can be adapted for a multitude of functions without the expense or trouble of adding attachments. It takes no more than three min-

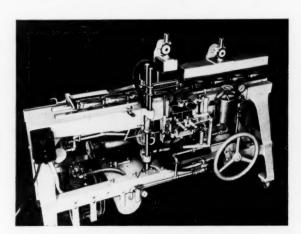
utes to make a few simple adjustments necessary to shift smoothly from one run to another. Because this unit is so complete, yet so flexible, it is recommended for plants where a wide range of containers must be labeled in a single day. The four features are as follows:

Vacuum picker: A small rubber suction cup picks the top label from the stack below. This simple vacuum method, which has been so successfully used by the printing industry, has, as far as is known, never before been applied to a labeling operation of this kind. Among its many obvious advantages, it is capable of handling with equal ease labels as small as a postage stamp or as large as a postal card.

Gum spray: As the label is transferred by the vacuum cup to the container, it passes over the gum spray aperture. This automatically causes a De Vilbiss spray gun to cover all parts of the label's under surface with a thin, even coat of gum. Because the spray is composed of millions of tiny bead-like particles, there is no smearing, very little waste. The label is immediately pressed on the container, leaving no unsightly ridges or wrinkles. This method not only affixes the labels more efficiently, but uses less gum, a full day's operation requiring only about one pint.

Position control: After the label is gummed, it is applied directly to the face of the container. The containers are fed by hand to an adjustable track where, through a unique patented device, they are moved horizontally at the desired rate. As this forward movement is automatically controlled, labels are applied on all containers at precisely the same relative position. When the label is affixed, it receives a preliminary pressing and the next container then moves automatically into the correct position.

Multiple wiper: As the containers continue along their track to the accumulating table, or conveyor,



AN OUTSTANDING BOX IN ANY FIELD

A SENSATION IN THE HARDWARE INDUSTRY



... These WINNING packages

Produced by a firm you should know more about

The thousands of items on hardware and tool-supply store shelves are among the most undistinguished of all packages. Yet the people who buy them are the very people who react to clever packaging in every other type of purchase.

No wonder then that the new Lamson and Sessions boxes are creating a sensation as sales-developers in thousands of hardware how to put thoughts into action.

stores. For jobbers and dealers, clerks and customers, all appreciate the difference between these intelligently planned designs, perfectly executed . . . and the ordinary packages of other firms.

If your product can profit by an equally well executed carton, get in touch with us. We can think in your own terms . . . and know

GAIR CLEVELAND CARTONS, INC.

10610 BEREA RD., CLEVELAND, OHIO

FORMERLY

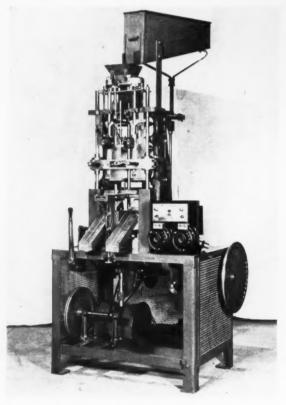
PEERLESS PAPER BOX MFG. COMPANY

they pass under a long sponge-rubber wiper. At each forward movement of the line, this wiper, which fits the contour of any bottle, goes into action. The average sized container thus receives about five pressings. There is no need for further wiping or handling, for the label, which has been kept spotlessly clean and unblemished, is automatically affixed in perfect position.

Flexible Wrapping Machine

Already proven in its adaptability to the wrapping of confectionery, the Transparent-Wrap machine, manufactured by the Transparent Wrap Machine Corporation, 313 Hudson St., New York, offers several advantages which should win favor for its use in the wrapping of other products.

This machine, shown in an accompanying illustration, consists essentially of an overhead reservoir or feed hopper, fitted with a screen to hold back over-sized



pieces or agglomerates, which supplies units to be packaged to a revolving feed head containing tube-like pockets. Capacity of these pockets vary according to the product being packaged and is controlled through the length of the pockets which can be made longer or shorter to deliver the desired net weight by volume measurement. Pockets in this feed head are made from standard diameter tubing which can be cut to suit. They are replaceable in twenty minutes to give adjustability to the machine on a variety of items.

From these measuring pockets the products to be packaged are delivered at a uniform rate to the forming tube around which the transparent material is shaped after delivery from the 21/2 to $5\sqrt[3]{16}$ in. width rolls on the back of the machine. The width of the roll



Packets formed, filled and crimp-sealed on the Transparent-Wrap machine, a model of which is illustrated in the opposite column

must be sufficient to give a tube of the desired diameter cross-section plus a 3/8 in. lap to insure a good seal running lengthwise of the packet. These forming tubes may have a circular, square, rectangular or oval cross-section to suit the need of the product being packaged.

The transparent material feeds around this forming tube and inside a collar or guide which prevents pleating or wrinkling as the material is formed into the packet shape with the longitudinal opening being closed by lapping or heat sealed by pressure of an electrically heated corrugated roll, against one side of the forming tube and directly along the lap. As the partially formed packet tube progresses under mechanical control from the forming device, it passes between synchronized-acting, electrically-heated clamping units which may or may not be fitted with the embossing dies. As this heated clamp closes to form and heat-seal the bottom of the packet, the delivery head releases the volumetrically measured portion of product to be packaged into the forming tube and hence into the partially formed transparent packet.

The heated clamp automatically closes on a portion of the packaging material drawing it down the required length during which time the top of one package and the bottom of another is sealed. When this clamp reaches the bottom of the stroke it automatically opens and travels to its upper position ready to again grasp another portion of the wrapping material. This forming, filling and sealing action continues automatically as long as the supply of product or packet forming material lasts or until the machine is stopped. A synchronized activated knife severs the first packet from the second while the third packet is being formed and filled; the cut edge may be straight or serrated. This relationship of operations continues as long as the



The final and most important recognition a package may receive is approxal by profitable numbers of ultimate consumers.

Jergen's Lotion, long a national favorite, added convenience in the use of their product thru a new, improved dispenser which is given free with the purchase of each bottle.

To capitalize on this new feature, the bottle and Smooth Flow Tap were properly packaged in an unusually fine carton, designed to appeal to discriminating women. This package sets a new standard in the designing and production of fine folding cartons. We will gladly send you a sample for examination as it may suggest how your package may be made to secure added consumer approval.

THE RICHARDSON-TAYLOR-GLOBE CORPORATION

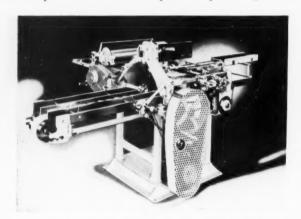
CREATORS, DESIGNERS AND MANUFACTURERS OF DISTINCTIVE FOLDING CARTONS
4508 WEST MITCHELL AVENUE WINTON PLACE . CINCINNATI, OHIO

machine is in operation. Each machine has two packetmaking units which operate simultaneously.

A complete unit occupies a floor space area of 8 ft. square and has an overall height of 8 ft. 10 in. It may be a unit in a straight-line production set-up and may be arranged in batteries operating under the supervision of one mechanic for twelve machines. One skilled packer can inspect and otherwise take care of the output of one machine, especially when the packing is in bulk corrugated paper cartons. Otherwise it is better to have the machines deliver onto a packing belt around which the required number of girls can be grouped to do the type of packing required by the container used. Power requirements for each machine is 1/2 hp.

Wrapping Wide Range of Sizes

A low cost, adjustable wrapping machine, known as Model FA, is among the recent offerings of the Package Machinery Company, Springfield, Mass. The machine is adaptable to the use of plain or printed glassine,



transparent cellulose, waxed paper or foil, in roll form. Where printed transparent material or foil is used, the unit may be equipped with an electric eye that registers the printing accurately on the package, no matter how

long the run. If printed paper wrappers are used, the machine is equipped with a sheet feed mechanism.

Being adjustable for a wide range of sizes, merely by substituting interchangeable parts, the FA is particularly valuable to the manufacturer who wishes to wrap several kinds of products on one machine, or whose unit of sale is apt to vary in size. It is said to be ideal for wrapping boxes of candy, biscuits, pharmaceuticals and similar products.

Its operating speed of 60 to 75 per minute will easily take care of the output of the average plant. The machine is extremely simple in construction and is equipped with an automatic stop so that it will not operate unless there are packages being fed to it. The machine automatically resumes wrapping when a new supply of packages comes through, thus eliminating waste in wrapping materials. Two crank motions drive all the parts that reciprocate. The wrapping material, in roll form, is handled by the latest type of "continuous feed" mechanism.

Hinged Closures for Boxes and Jars

For use on boxes and jars where the contents are only partially used at one time, the Kep-Ark hinged top has definite advantage. Manufactured and patented by Kep-Ark, Inc., 462 Boylston St., Boston, Mass., these closures permit access to the cream, powder or other product by a simple raising of the lid, while further protection is afforded by a special window ring, provided as shown in the accompanying illustration. The window ring may be removed easily. As may be seen, the package is perfectly sealed while in stock and resealed when closed after using. Because of these features, contents of the package will seldom be transferred to home receptacles, thus enabling a display of the product manufacturer's name, trade mark, etc. until the product is completely used.

The Kep-Ark plant is located at Follansbee, W. Va. and has been equipped with every up-to-date, automatic device for the handling of metal closures on a large production basis.



Three new hinged top closures which offer convenience and product merchandising possibilities. A feature is the transparent cellulose window which permits view of product and is easily removed for use of contents. These closures also offer wide possibilities for decorative effects

A Practical Beer Dispenser

To fill a long felt want for a practical beer dispenser for serving draught beer in smaller packages, i.e., 1/2 gal., 1 gal. or 33/4 gal., the Philroy beer dispenser has been designed and is being manufactured by the Philroy Utilities Corporation, 106 E. 19 St., New York.

This dispenser can be placed in the icebox or refrigerator either lying down or standing up. The temperature of the refrigerator at home is the ideal temperature for beer. It is made of die cast aluminum and incorporates a complete air pump, beer faucet,



release valve, etc. It it stated that draught beer will stay fresh and not go flat when put into a Philroy dispenser so long as the pressure is kept on the beer and the container remains in the refrigerator.

The dispenser is being put up in three different kinds of containers, i.e., an aluminum jug in 1 gal. and 3¾ gal. sizes. The 3¾ gal. is equivalent to an eighth barrel of beer. This is the model that is suitable for the distributor, bottler and the brewer who makes a specialty of home

trade. Then there is the 1/2 gal. glass bottle and 1 gal. glass bottle with hand painted motifs on them. This model is being offered to the public through regular retail channels at exceptionally low retail prices. The lithographed tin can model with sanitary lining is an ideal package for the brewer who will put the beer right into the can and sell the can with either the dispenser attached on a deposit basis, or will sell the can of beer so that the dispenser can be tapped right into the can in the same way as a barrel of beer is tapped. The can comes with a cork bung. The bung is held on to the can by a metal cap. The cap is taken off and the dispenser is tapped right into the cork.

Case Sealing Machine

Among the various machines shown at the Sixth Packaging Exposition was a shipping case sealing machine included in the exhibit of Better Packages, Inc., of Shelton, Conn. This machine has been made in a limited way for a few large users such as the American Tobacco Company, Ford Motors, Kelsey Wheel Company and similar large shippers. Better Packages, Inc., has taken over the manufacturing rights on this machine and is planning to market it on a much larger scale than heretofore.

Operation is as follows: The machine is set according to the height of the box by turning two little cranks. This requires about half a minute. No setting



Use ACME Silver Stitch and Be Sure of Uniformity

 A railroad spike may be small, but it plays a mighty important role. And so does the wire you use for stitching your corrugated and solid fibre cases.

Acme Silverstitch puts you on the safe side. It is heavily galvanized to give resistance against rust—to keep cartons free from rust stains and blemishes.

It is unvarying in width, temper, thickness to make strong, even staples that hold securely.

(And, you can do a faster stitching job with the big one-piece, 10-lb. coils of Acme Silverstitch.)

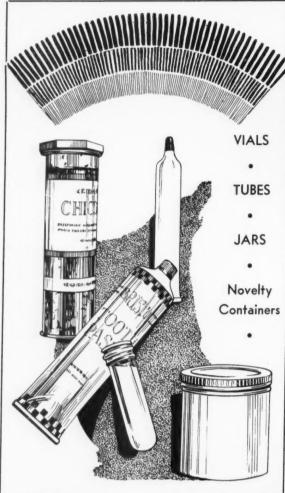
Let this better wire sell itself. Get a free 5-lb. test coil in the size you use—and see why most of the leading shippers use Silverstitch.

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVE., CHICAGO, ILL.

Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND SOLID FIBRE BOXES



Hycoloid for COLOR!

No other container assures so wide a choice of color; nor provides for labeling as an integral "part-of-the process" of manufacture. Try Hycoloid for

any color-any shade; or clear

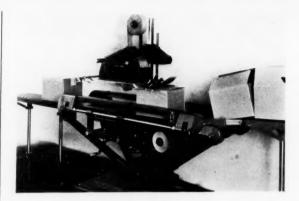
They appeal to the eye; they are unbreakable; they weigh one-fifth as much as glass, and save in shipping cost; they're odorless, and tasteless. Hycoloids can do much for your merchandising plans—

• write for samples •

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L

Newark, N. J.



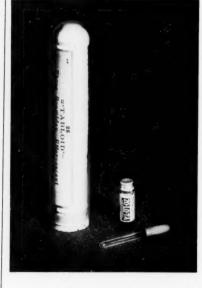
is necessary for the length of the box. The sealer takes one box at a time from the conveyor and applies a strip of tape at one end, along the top and on the other end of the box. This is the so-called "top sealing unit." The sealer is also made as a top and bottom sealer, which applies the tape strip to the top as well as the bottom of the case, simultaneously. Regular 3 in., 60 lb. gummed kraft tape is used.

Some of the important advantages claimed for this machine over the usual hand method of sealing are as follows: All labor is eliminated; the sealing is absolutely uniform; the moistening of all tape strips is done at a uniform speed (a moistening brush spreads just the right amount of water over the surface in a smooth film, which makes the tape stick very tightly; the machine automatically rolls the tape firmly onto the box.

Long and Short in Glass Vials

The two Kimble glass vials shown illustrate strikingly the extremes of sizes used for attractively packaging

and sampling drugs, pharmaceuticals. chemicals, and numerous other products. These retempered (strainfree) automatic-machinemade Kimble vials carry many of the world's most famous and widely advertised articles. The large vial shown, containing Bur-roughs Wellcome & Company's"Three

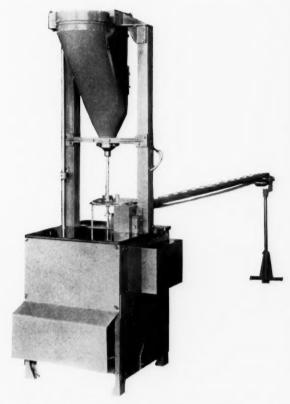


Bromides, Effervescent," has a capacity of 24 drams (3 ozs.). The small vial, used for "Zolota" Nasal Drops—a product of Maywood Laboratories, Inc.—has a capacity of 1/2 dram. This wide range of sizes represents capacities suitable for carrying out almost any pack-

aging or sampling program. Kimble vials are available for cork closures, metal and molded screw caps, Re-Seal-It caps Goldy seals, shaker tops, droppers, applicators, slip caps and many special closures.

New Rotary Powder Filler

Said to fill 20,000 packages in eight hours is the new rotary powder filling machine manufactured by the Stokes & Smith Company, Philadelphia, Pa. The rotary filling attachment is connected with the company's Universal filling machine. When arranged in this way it is possible to fill drums from 1 in. to 3 in. in diameter, about 1/4 in. to 23/4 in. deep, at the rate of 50 packages per minute with one operator. This machine



is said to give an absolutely, clean, accurate fill with the powder packed uniformly into the drum and is satisfactory for drums with transparent faces.

Several of these machines have been installed recently with one of the large face powder manufacturers for its small sample drums, and are working out satisfactorily. Another advantage of this machine is that the rotary attachment can be removed and the machine can be used as a standard Universal filling machine for other types of containers—cans, jars, boxes, etc., filling by packing, or by weight, or by measurement.

Reynolds Sterling Closure

The new Reynolds Sterling closure, manufactured by Reynolds Metals Company, has been developed to overcome the annoyance and inconvenience experienced by consumers who have bought products in containers and found it almost impossible to open them.

A New Name In Plastic Molding



CONSOLIDATED

MOLDED PRODUCTS CORP.

Precision Molders in All Plastic Materials

More than half-a-century of plastic molding service is back of this new name. It enters the field with an enviable reputation . . . equipped by experience and facilities to render a complete plastic molding service in all materials, to all industries.

Continuing with the same personnel and facilities which have earned a position of leadership for the business now operated by Consolidated Molded Products Corporation.

CONSOLIDATED MOLDED PRODUCTS CORPORATION

SCRANTON

New York Chicago



Cleveland

FORMERLY MOLDED PRODUCTS DIVISION OF AMERICAN RECORD CORPORATION



Every new advance in package material manufacture brings with it an adhesive problem. Now, the UPACO research laboratories, the same chemists who first ended transparent cellulose adhesive troubles, have produced a series of adhesives which will end for all time the difficulties formerly common in joining lacquer-coated papers and boards.

If you use lacquer-coated—or if you have avoided these materials because of adhesive troubles—write us for full details and samples.

UNION PASTE CO.
200 BOSTON AVE. MEDFORD, MASS.

Or, having finally forced the closure open, have found it impossible to close it again, securely enough to prevent deterioration.

Good news, this, to manufacturers of many products whose sale has suffered from the ill-will aroused by this sort of trouble. It is stated that this new closure is firm, secure and leak-proof, opens easily and re-seals tightly. Thousands of bottles and glass containers capped with it and tested as to leakage and ease of removal, have shown positive results in every case.

The secret is the method of fitting. Closures made to exactly uniform dimensions and lacking a margin of tolerance in the capping application cannot be expected to give uniform results on containers made of glass. Manufacturers of products using glass containers and bottles are familiar with the established standards of tolerances used in the making of such containers. This is due both to the method used in glass manufacture and to the contraction and expansion coefficient of glass. This is so universal that manufacturers of glass containers take orders subject to established standards of tolerance.

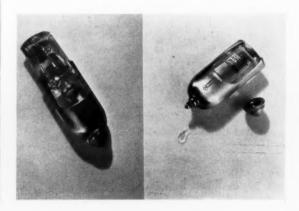
It is these variations in bottle, cap and liner and the attendant difficulties that led to the development of the Reynolds Sterling closure. Realizing that closures must be made uniform and then be fitted to bottles or containers that are not uniform, what may be called "tailor fitted" closure applications were devised.

Each separate Reynolds Sterling closure is tailor fitted to the individual container. It is designed to be applied by the Sterling capper to the bottle or container, so that the annular bead can be compressed from .030 in. to .035 in., which is one-third more than the tolerance limits allowed as necessary in the manufacture of glass, as set up by the Glass Container Association. This compression application is positive enough to give protection and yet delicate enough to avoid any unnecessary strain on the bottle, thus reducing container breakage to a minimum.

Capping equipment has been so developed that there are now available to the trade various types, such as hand, semi-automatic and fully automatic, that can be obtained from manufacturers of capping machinery.

New Pocket Perfume Dispenser

Something new in pocket perfume dispensers has recently been put on the market by Lentheric, Inc., of Paris and New York. Le Dew-Dab is a satin-finish gilt



metal shell into which hermetically sealed refill flacons are inserted. The seal, which is leak-proof and pilferproof, is opened automatically when the bottle is inserted but the perfume remains hermetically sealed until the dispenser cap is removed. When the device is turned upside down, and light pressure is applied on the bottle, one single drop of perfume is dispensed.

The Dew-Dab-created and developed on a patented principle by C. W. Barton Management Corporationis unique in that it employs no mechanical gadgets of any kind. The Barton principle of dispensing is applicable to many other liquids and, in a modified form, also to many powders. Shape, size, and design of the packages and dispensers vary, of course, with the various products for which the method is used.

Is the Set-Up Box Industry Becoming Stagnant?

The Editor,

Sir:

How often you hear the remark from officials or executives of the set-up paper box industry, "We are equipped with the latest machines, skilled workmen, a live sales force and a clever creative department but we are just not clicking.'

Their most natural reaction to this is that it must be be the price angle; and in some cases that is the essential reason, but the main cause is right under their noses and they have failed to give it serious thought.

The first class machinery cannot run, neither can the workmen prove their skill, nor the live sales force build sales, unless the creative and research department is clicking properly and meeting the demands of modern merchandising.

Today every kind of merchandise is being packaged and the majority of manufacturers are looking to the packaging industry to put across their products. The days of just "making boxes" have gone, because of the march of time and progress. The boxmaker of ten. fifteen or twenty years ago should no longer "just make boxes." His business today is merchandising and the making of boxes is merely the mechanical end of the business.

The one question presenting itself to the package industry today or rather the set-up box manufacturer is: "Do you wish to remain at a standstill or carry on with the tide of the times?" There is no doubt but what the answer is "Carry on."

In order to do this the boxmaker must not only have designers but, going hand in hand with them, is the research department which should know the customer's business. Meaning by this, a considerate, careful study of the customer's merchandise, how he presents it and to whom, whether it goes to the jobber or direct to the retailer and, most of all, how the buying public is going to expect that merchandise to be presented.

Yes, Mr. Boxmaker, you are servicing and furnishing your customer with "samples" when he asks for them and have been for a long time. But ask yourself this-"Have you spent a little time and money on trying to get a line on how and where the merchandise is going to be put on the market and the manner of presentation of the competitive merchandise?" If you have honestly made this study, then you are ready to intel-



When you make it easy for a dealer to display your product within both sight and reach of customers you increase ten-fold the chances of extra sales-you actually create sales that will profit both you and the dealer.

Your product displayed on Union Display Racks on the counter, or near the door, the wrapping table or cash register, will just naturally attract impulse purchases which otherwise would never have been created.

Dealers like Union Display Racks because they permit maximum "spot" display in the least possible space. You'll like them because they represent a low priced, high powered sales promotion. Write for illustrated book of types.

UNION STEEL PRODUCTS CO. Albion, Mich. 521 Berrien St.,

A NEAT JOBI

. . . front and back-



BOSTITCH

See how neatly BOSTITCH STAPLES fasten all kinds of small merchandise to display cards. They add sales appeal, greater security in shipment, more protection from pilfering.

BOSTITCH STAPLING is the quickest, most economical and most secure way for attaching such products. Perhaps your product can obtain added security and sales appeal, the BOSTITCH way.

Those small items of yours that need all the advantages of display-promotion may be easily and inexpensively handled by one of the many BOSTITCH methods. If you will submit samples we will render suggestions without obligation to you.

BOSTITCH SALES COMPANY

56 E. Division Street

East Greenwich, R. I.

re	ease card otect	10	Be	usti	s itc	in h	fo	rie	m	at	ie	n	of	ai	nc	l er	si c	ha	38	e	st	ie	on	li	sı	w	it	h y-	3-5	36
Name											,																			
Addres																														
City																			SI	a	te									

ligently design and construct a package to be outstanding in the public eye.

With this well-laid foundation of facts and the confidence of the customer in his boxmaker's ability to handle these facts—plus modern machines and excellent workmanship—the set-up paper box industry will come up and keep abreast of the times, and it is not too fantastic to believe that it might even go a step ahead.

Describence P I LEON W. CHAFFEE

Providence, R. I. March 12, 1936.

Merchandising the Self-Selling Specialty

(Continued from page 80) While it is possible to "sell" some dealers into giving even a poor display preferred position, a display may be designed so that it simply "walks up" to the best space on the counter and captures it, by virtue of qualities inherent in its appearance and construction. Such a display is that for Parke-Davis Adhesive Plaster—compact, self-erecting, ready for use, easily re-loaded.

It consists of a lithographed box, of folding carton type of construction, with a series of openings near the bottom through which single packages may be removed. The flap-folded top cover of this box permits of easy access to the reservoirs within when refilling is necessary. A standard type double-easel is used to hold the display slanting slightly backward, in ideal position for view when on a below-eye-level counter. Below the openings for each type and size of adhesive plaster, a small circle is left to permit the dealer to mark his own price for each item. While manufacturers who sponsor strict price-maintenance policies may object to such dealer-made markings, as opening the way for the price cutter, the obvious answer is found in the psychological value of a dealer-marked price. If this is the standard price, the manufacturer is satisfied, while the consumer is welcome to the impression that, whatever the price, it is something subject to competitive vagaries.

The design of the display itself is likewise of a type to attract and interest the druggist or clerk as well as the consumer. White and blue backgrounds emphasize the cleanliness of the product. The sales-talk is concentrated into a single word, emphasizing the outstanding and differentiating feature of the product, its water-proof nature. To illustrate this, an almost photographic, full-color picture of a pair of hands, being washed, is used in the eye-focusing central point on the display.

When removing such a display from its shipping carton and considering where to place it, the pharmacist is almost forced—by the logic of the situation—to place it in preferred position. To achieve sales, it must have an opportunity to work as a self-seller. Yet, the packages must likewise be accessible to the clerk, so that he may fill verbal requests without asking the cooperation of the customer. Hence he tends, naturally and without thinking too much about it, to place it on the counter itself and in a slightly slanting position where it will be easily accessible to both customer and himself.

From its front face to the rear edge of the easel, the display calls for less than six inches of space. Its height is such as to mask no other displays nearby. Its story is self-told and complete—product, maker, use, advantages and price are all conveyed to the prospective purchaser in an instant.

Call Your Color Shots

(Continued from page 94) for the grays. The next two sections contain colors and tints together with their formulas by which they can be mixed on the measuring-mixing slab. Those of the first section are complementary to those of the second section. That is, the color or tint complementary or contrasting with any color or tint in the other section is directly opposite. Harmonious combinations are contained within each section and are numbered consecutively. The printer without a creative department can with this chart make constructive color suggestions to his customers.

But most printers will grab for the IPI Match-Box for the immediate good reason that it will pay for itself almost the day it arrives. No more of those expensive, exasperating huddles over a pool of ink while the pressman, the devil, the customer and the printing salesman suggest that a little more white or perhaps a touch of maybe magenta ought to bring her out right. No more figuring jobs for three days and using up a week on them. No more customer's angry ultimatums about finding a printer who can do a simple little folder job in plain, ordinary sepia.

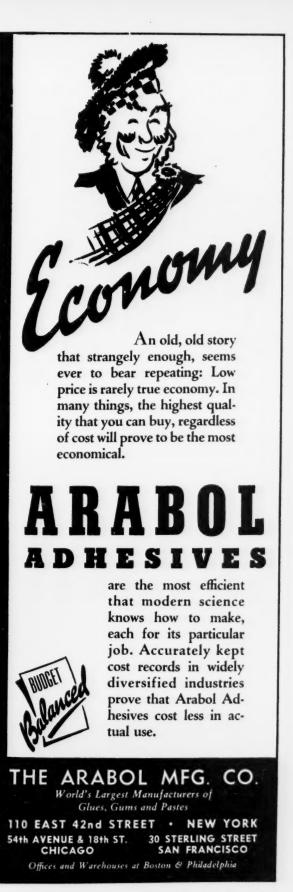
Flexibility in Package Handling

(Continued from page 79) downgrade through the plant. In many industrial plants, there is a distinct trend to the use of portable stock bins, portable packing tables and other accessories. One such use of portable stock bins is to supply packers' stations with knockdown shipping containers.

It is extremely important in selecting the particular types of equipment to consider first of all the layout of the plant and the relationship of the various departments, one to another; and the characteristics of the



In this bakery installation, products are received at the oven on the floor above, conveyed back and forth for cooling and finally past the packaging line, where girls remove the cooled products and pack them. Courtesy, Link-Belt Company



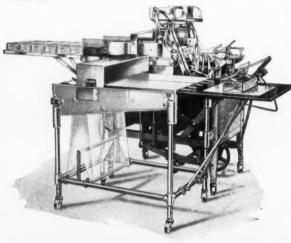
5 VITAL ADVANTAGES OF THE MILLER "economatic" WRAPPING MACHINE



IT IS:

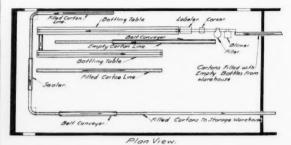
- 1. Low priced—Earns low investment quickly.
- Speedy—It is very fast, also uses a minimum amount of wrapping material per package.
- 3. Extremely flexible—Wraps packages of many sizes and kinds (see illustration).
- Quickly adjustable—Unskilled factory hand can make changeover from one size package to another in less than 5 minutes.
- Versatile—Wraps with transparent cellulose, such as "Cellophane" and "Sylphrap," also waxed papers or waxed foil.

You will PROFIT by writing today for full information.



MILLER WRAPPING & SEALINGMACHINECO.
14 S. CLINTON STREET. CHICAGO

products handled. Likewise, any seasonal influences on production or distribution must be estimated. Flexibility of the materials handling system, its ability to take care of requirements due to changes in product or plant



Floor plan showing continuous flow handling on conveyors in a modern distillery

equipment, is a factor of prime importance. A highly successful system one day, may suddenly be an encumbrance the next day if the original planning overlooks this item of flexibility.

Is Eye-Appeal Unimportant?

(Continued from page 77) good judgment in sanctioning and advocating a restyling program for their products has brought them princely rewards.

It is encouraging to note that more and more manufacturers are beginning to realize that eye-appeal plays a big part in their merchandising plans—and the profit side of their books—regardless of the nature of their products, whether they are over-the-counter items and follow a circuitous course to the consumer; whether they go directly to the user from the manufacturer without an intermediate stop on the dealers' shelves; or whether they haven't even the slightest relationship with retail selling.

If one could turn on a slow moving-picture camera on the action of the brain as it approaches consideration of a purchase, this is what it would record: The eye first decides the merits of the thing considered and quickly evaluates it, which fact is recorded on the brain. Then, and not until then, does the faculty of reason begin its function. Therefore, to expect more than average consumer acceptance for your product, you must devote more than average consideration to the question of eye-appeal.

An outstanding example showing how one manufacturer, realizing the importance of eye-appeal, cast aside tradition and came forth with an innovation that is beginning to make its influence felt in many quarters, is the case of the Carboloy Company, Inc., Detroit, Mich. This company produces tools and dies tipped with Carboloy Cemented Carbide, a metal next to the diamond in hardness—so hard that it can cut glass as easily as your thumbnail sinks into a piece of chalk.

Obviously, the product involved here is one that does not go over the retail counter but is used by mechanics who specify it through requisitions to their purchasing departments. The need for an attractive package to carry this item is not readily recognized. But, being conscious of the possibilities that lie in the value of eyeappeal, the management directed its attention toward its own product with a view of ascertaining whether

or not there was an opportunity to achieve any benefits by improving its package.

When we were called in to discuss the matter, the following situation existed: Shipments to customers were being made in nondescript boxes, drab and unadorned. The only mark of identification was the address label that was affixed to the outside of the shipping box. The shipments were made direct to the users in metal-working plants. Due to the nature of the product the boxes probably never came in contact with a clean hand or a white collar from the time they entered the plant until they were finally discarded.

An investigation disclosed the fact that instead of discarding the boxes in which the tools came, many of the customers used the boxes as permanent containers during the life of the tools. Thus, it was readily observed that the boxes performed a dual function: they were not only shipping cases but also continued to serve as a protection for the tools during their stay in the stockrooms.

"What an excellent opportunity to shout 'Carboloy' at the customer twenty-four hours a day," said one of the executives, "and to provide a gentle reminder to specify 'some more of the same' when re-ordering."

Although the plant men may have greasy hands and frayed collars during their working hours, they are, nonetheless, the same men who succumb to the attractiveness of the "million dollar" design on "NoDeKay" tooth paste boxes and save the wooden bowl in which their shaving cream is packed. Hence the conclusion that a well-designed, durable box would increase the company's prestige, build good-will, and aid in obtaining repeat orders.

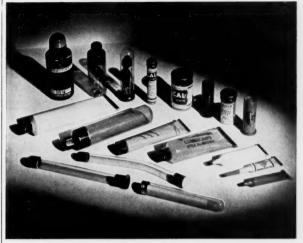
After a thorough research and many actual tests, it was decided to use a box sturdily constructed of pressed board reinforced with metal edges. It was quite important that each box be constructed in such a manner and of such material as to be adequately strong to carry all the weight required, for many of the shipments call for as much as ten pounds of tool steel each. Moreover, the boxes had to be tough enough to withstand the wear and tear of the tool crib. The surface had to be protected with a grease-resistant covering.

From the ten sizes originally suggested, the number of boxes required was ultimately reduced to four. And the addition of a round fibre container 2 in. in diameter made a tool of five containers whose sizes varied sufficiently to accommodate every possible type of shipment of tools.

The boxes selected are of a telescope type with the design on the cover and bottom identical, thereby permitting the boxes to be used either as they are received or without the covers as trays. The inside is black to affect a sharp contrast to the tools that they would carry. Space is provided on the front ends of the boxes for the shipping department to write the name of the contents. The same identification is written on both the tray and cover.

The motif for the design was taken from the trade mark of the company—a pyramid cut through by an arrow and bearing the initial letter "C". Two trade marks, appearing in black, occupy the top of each cover. Following the sloping sides of the pyramid are bands of brilliant red, forming enlarged pyramids whose apexes meet in the center of the box. The rest

LUSTEROID



for modern packaging

LUSTEROID means everything from the raw product to the high quality of the smooth, grainless, finished surface . . . to the details of design and manufacture . . . to the transparent or opaque colors . . . to the mixing of ink . . . to the printing . . . to the finished product—a sparkling, strong, light, unbreakable, cylindrical container brimful of merchandising aids.

When competition for consumer buying is at stake, use LUSTEROID. It means additional stock turn-over for manufacturer, wholesaler and retailer and makes your package more desirable—in appearance, in utility and in effectiveness. Please feel free to consult with us. There's no obligation. We'll be glad to assist you in developing a package with sales appeal.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY

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GET THIS NEW CATALO

TO BE up-to-the-minute on modern bottling equipment—to know how to package liquids at lowest cost—to be familiar with what the nation's leading manufacturers are using—you need this catalog!

CHOCK-FULL of interesting facts concerning every type of vacuum filling machine—facts that may show you the way to substantial saving in cost of operation. It does not make any difference whether you package a few gross a day or hundreds of gross a day. The right equipment to do the job often represents the difference between meeting competition at a profit or at a loss.

Write us for suggestions—Today—No obligation

Shown here is one of the new members of the Kiefer line. For handling a variety of products and bottles. For a production of 15 to 30 gross a day of neatly, accurately filled bottles. Details in the catalog. Send for it.

THE KARL KIEFER MACHINE CO.

P. JORGENSEN 311 California St. San Francisco T. C. KELLY 222 W. Adams St Chicago A. J. STERLING 225 Broadway Room 1209, New York C. S. DU MONT Windsor House, Victoria St. London, England



of the top is a silver color with the trade name "Carboloy" running through the middle on both sides of the trade marks. These are faced in opposite directions to facilitate reading from either side.

The base of the trade mark is in line with the edge of the box and meets a black band up the side which carries the variety names of the products made by the company. The red of the large pyramid also continues down over the sides on both sides of the black area. A black band encircles the base of the box on which are the names of the company's various branches. A small trade mark and trade name occupy the ends.

Inasmuch as these boxes were regarded primarily as shipping containers and yet to serve as semi-permanent receptacles for tools at their destination, it was quite obvious, in preparing them for shipment by placing gummed tape around them and affixing an address label, that they would become defaced. Thus, our purpose would be partially defeated. Since these containers are somewhat ornate and since they remain in the tool rooms for prolonged periods of time, it was imperative that we guard against any undue damage. We, therefore, provided an outside case. This was a folding box of light carton stock in a brilliant red hue.

A specially designed red gummed tape carrying the name "Carboloy" and trade mark is wrapped around each case and the shipping address is pasted on top of that. When received, this outer case is discarded, leaving a very attractive box for the consumer to use.

This new packaging program also had its effect on the type of address label used. Every shipment is written in triplicate on an Egry register—the top section of the original sheet being torn off and used as the address label, the two copies remaining in the office as records. For some unknown reason the old label provided spaces (in addition to the name and address) for such information as identity of contents, requisition number, order numbers of both shipper and consignee, and much other information which seemed unessential.

As a consequence, the label had to be large enough to provide for all the space required. Placed on the new small size box, the label would extend way beyond the face and come down the side nearly to the bottom edge, producing not only a very unsightly appearance but also making its reading less convenient. After some discussion the arrangement was considerably simplified which enabled us to bring the size down so the label could be made to occupy only the face. (Of course, it would then fit all the larger boxes.)

For shipping Carboloy tips a small fibre can with tin top was provided. These tips range around an inch in height and are about the thickness of a pencil. By placing a coil of corrugated paper in the can, the shipping clerk can easily insert the tips between the corrugations. This method of packing provided a simple and safe way for shipping. The container is then placed in a cloth bag. The cover is lithographed with the same design used on the cardboard boxes and the side has a paper label all around with the characteristic Carboloy design.

"We are prejudiced, of course, but it is our feeling that these boxes could well compete with many retail containers," stated E. C. Howell, advertising manager of the Carboloy Company. "The boxes are, to the best of our knowledge, an innovation in a field having no across-the-counter sales. We believe the time, effort and money invested in these new boxes will pay ample dividends. However, were the fruits of our labor none other than the breathless 'Gee' of our normally callous shipping clerk when he first saw these boxes, and the respectful treatment they subsequently received, we should feel well rewarded."

For the Carboloy packages, credit to the following: Reinforced boxes, National Metal Edge Box Company; fibre can, American Can Company; cover for can, Armstrong Cork Company; outside shipping case, Western Paper Box Company; gummed tape, Beecher, Peck & Lewis. The packages were designed and developed by Cooper & Shower.

Display Values Put to Test

(Gontinued from page 74) —a precise prediction—that their costs become prohibitive even though their results are accurate. After all, in measuring results against costs, most packagers will prefer to stick to the sound middle ground of comparatively low cost, careful planning and sufficient accuracy to justify action. Beyond this, increasing cost produces questionable results.

A further indication of the accuracy of the figures produced may be had from an examination of Table 1. It will be seen that sales, from week to week, in both the non-display period and the period in which the display was used, varied within a very slight range. This would indicate that extraneous factors—such as special advertising promotion—had been eliminated before the test was conducted. Because of the even levels of each period, the differences between periods are even more emphatic than otherwise. A pronounced rise in sales is noticeable for each week of the test compared with the corresponding week of non-display sales. Moreover, every week of display sales exceeds any week of non-display sales.

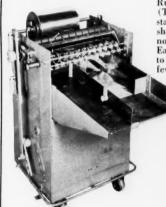
Following upon this Alka-Seltzer test, a second series of tests was conducted by the same company, using another display of the same patented type—the Lambert Pharmacal Company display for the promotion of their comparatively new product, Listerine Shaving Cream. The principal purpose of this second test was to determine whether the results of the first arose solely out of the nature of the display used or whether some particular peculiarity in the nature of the product displayed in the first tests did not affect the results. If the first of these two possibilities proved true, the claim could logically be made that this type of display, as such, was capable of increasing business to a measurable degree.

The same methods were followed in this test as in the previous one. However, the number of drug stores tested was increased to twelve, these being spread out, as before, over the Boston metropolitan area. (See Map No. 2). The test was again conducted on the basis of three weeks without display and then three weeks with display. However, this display introduced some complicating elements, as it offered a free package of the company's new product, Styptic Cotton, with every 25-cent tube of shaving cream.

The areas covered, their populations and ratio of population to tax returns may be judged by the following table:

USERS SAVE 17% AND MORE ON CELLULOSE PAPERS

The Peters (Themco) Cellulose Sheeter is the most advanced and economical machine in its field. It makes possible savings of 17% through roll-cellulose purchase. Adds many extra savings by reducing storage, off sizes, damaged sheets, etc.



Rugged, compact Peters (Themco) will cut and stack five to six thousand sheets per hour, requiring no operator or attendant. Easily moved from point to point. Occupies only a few feet of floor space.

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SHEETER AND

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TRADE MARK REGISTERED



SENT TO YOU ON APPROVAL CONVINCE YOURSELF IT WILL SAVE MANY TIMES ITS COST OR SEND IT BACK

OR SEND IT BACK

Lowest priced motor driven label paster on the market. Belt or direct drive. Works faster, easier. Noncorrosive. Saves money on label costs, cost of pasting,
creduces label waste, does more in less time, easier to
use. Saves its cost and then shows a profit. Three sizes,
Smallest size takes labels approximately 4½" wide. Next size takes labels approximately 4½" wide. Next size takes labels approximately 4½" wide. giving
advantage of 2½" over similar machines selling at a
higher price . . is particularly adapted for face and
back labels. The largest size takes labels approximately
11½" and is being used for large shipping case labels.
Write for information, prices. The Stikfast Label
Paster performs according to our claims, or you send
it back. Used by many of the world's largest concerns
in all lines of business. Address

FREE

Write for your copy of "SHIP-PING FACTS" booklet. Gives practical short cuts in shipping room operation. Also describes the DIAGRAPH Stencill Cutting Machine—used by world's largest corporations in many lines of business.

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"SHIPPER'S HANDY HELPER"
—full of valuable facts, lists 100 shipping room items at rock-bottom prices. Write today.

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-Save 20% to 30% Over Previous Costs

To the user of package printing in large quantities, Chambon automatic multicolor printing and cutting machines offer savings of 20% to 30% over previous costs. Compactly designed, they require only a fraction of the floor space needed by heavy bulky equipment. A flexible engineering design permits us to build them to meet the user's requirements exactly. In addition to printing as many colors as needed, by letterpress, dry offset, or gravure methods, additional units on the same machine perform operations such as slitting, cutting, perforating, die-cutting, lacquering, laminating, etc. Submit samples of your requirements and annual production requirements for comparative cost analysis. CHAMBON CORPORATION, 913 New York Avenue. Union City, N. J. Western office at 608 So. Dearborn St., Chicago, Ill.





AREAS, POPULATION AND TAX RATIO

	Individual Federal Income Tax Returns	Ratio: Population to tax
Town Population	1 1928	returns.
Winthrop 16,852	1,565	10.7 to 1
Wakefield 16,318	801	20.3 to 1
Winchester 12,719	1,703	7.5 to 1
Waltham 39.247	1,532	25.6 to 1
Wellesley 11.439	1,455	7.9 to 1
Brookline 47,490	9,116	5.2 to 1
Dedham 15.136	900	16.8 to 1
Holbrook 3.351	104	32.2 to 1
Quincy 71,983	4,175	17.2 to 1
Brighton (Boston). 781,188	47,873	16.3 to 1
Malden 58,036	3.423	16.9 to 1
Chelsea 45,816	1,331	34.4 to 1

The range, it will be noticed, was in this case even more extreme than in the former instance—from a low of 5.2 people to a high of 34.4 people per return.

In a further effort to make a selection of stores that would represent a fair cross-section of retail drug outlets, there were included both busy, centrally located stores enjoying regular and transient patronage and quiet neighborhood stores relying upon family trade for most of their business.

The sales results were tripled in the twelve stores together during the three weeks of display over the three previous weeks of shelf sale. However, no such uniformity was shown as in the Alka-Seltzer case. Some stores actually did less business with the display than without it, while in one case sales mounted to 1200 per cent of former totals! The figure cited above averages off the good with the bad, quite properly, and the significant thing is that it shows so high an average increase. Insofar as the display manufacturer is concerned, this provides an extremely convincing reason for using such displays. However, the product manufacturer would, no doubt, carry the inquiry somewhat further to discover whether some rule might not be established as to the types of outlet in which display is profitable and those in which it fails to justify its cost. He would want to know whether such failure was sporadic, both as to type of store and within any given store, and whether any means could be adopted to either eliminate the failure or disclose the stores predisposed to such failure, in advance.

Other factors also intervened to make this test less simple than the previous one. However, since most of these were of the type that militated against sales, the test itself is fully as significant in showing sales increases as it would have been had these factors not intervened.

The shaving cream market is much more highly competitive than that of Alka-Seltzer, most stores stocking between twenty and thirty brands, the majority of which are both older and more widely advertised than Listerine Shaving Cream. Some druggists pointed out that the addition of Styptic Cotton did not furnish any particular incentive to a person to try the cream—the new product being itself almost unknown and of limited sales appeal.

In one store, the display met the competition of sideby-side position with an offer of a similar cream in combination with a chromium-plated razor at the same combination price. In spite of this competitive combination offer, certainly more attractive from a merchandising standpoint, sales of Listerine Shaving Cream, in this store, were four times as much during the period of display with the basket as they were

during the previous weeks.

While it cannot in this case be maintained that the basket alone is the one differentiating factor and therefore responsible for the sales increase, it is clear that the basket plus the combination offer are the two accountable factors—and the basket is responsible for the visibility and easy handling of the combined products. Thus sound grounds exist for a claim that displays of this type produce increased drug store sales, both for regular sale and for presentation of a special deal.

While many criticisms might be raised as to the methods and the extent of these tests, these will come mostly from those favoring more thoroughly controlled and more extensive testing. To such persons, the answer is that these tests-while not designed to prove absolute percentages-fulfill their purpose in showing whether or not an appreciable sales increase might be obtained through the use of a particular type of display. In view of the comparatively low cost of such displays and the fact that the products sold are "repeaters"-thus making the first sale worth a comparatively large expense because of potential return business-it may fairly be said that the figures gained by this test fully confirm any contention as to the value of these displays in these two instances. A presumption in favor of similar displays for similar instances is thus set up, though it might be well to make further tests in differing price ranges and in differing types of stores before assuming that similar results might be obtained in the case of widely different products.

Change the Surface or Change All?

(Continued from page 69) client, "All I can do for you is change the surface. That will involve a little less work on my part. It may seem less impressive to you and to your dealers. But, because it is the only thing in your package that logically needs change, it is all I will do to earn my fee." Whereupon, the client will either get the point and be thankful—or miss it and call in another designer.

Instances of both types of package change—both justified by the conditions laid down above—are found in the recent redesign of the Nestle-LeMur Company's syndicate store items, the work of Monroe F. Dreher, Inc. The items in the line, six in number, naturally divided into two groups. Three (Nestle Golden Shame poo, Nestle Henna Shampoo and Nestle ColoRinsee were powder-packets, packaged in flat, folding carton. The others (a shampoo, oil treatment and a wavin-lotion) had been packed in bottles.

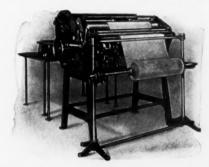
For both groups, the primary purpose in redesigning was to increase visibility, and thus increase sales, on the counters of five-and-ten-cent stores. Other considerations, such as convenience in use, were of minor importance in the eyes of both manufacturer and designer.

In the carton packed group, consideration was given to the display conditions obtaining in dime stores. It was recognized that both the nature of the product and the conditions of display made the extremely flat type of carton ideal, for the wide front and back surfaces thus obtained insured potential visibility at comparatively great distances and permitted the printing on the carton of all necessary instructions for selection and use. Within the chosen general shape, the possibility

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For Cellophane, Wrapping, Glassine, Waxed and
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Curl Remover and Cut Register Attachment are to be had only on Beck Machines



Our DEMI SHEETER for Smaller Work Large Output — Sheets Piled Accurately

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AREAS, POPULATION AND TAX RATIO

		Individual Federal Income Tax Returns	Ratio: Population to tax
Town	Population	1928	returns.
Winthrop	16.852	1.565	10.7 to 1
Wakefield	16.318	801	20.3 to 1
Winchester	12,719	1,703	7.5 to 1
Waltham	39-247	1,532	25.6 to 1
Wellesley		1,455	7.9 to 1
Brookline		9,116	5.2 to 1
Dedham		900	16.8 to 1
Holbrook	3.351	104	32.2 to 1
Quincy	71.983	4,175	17.2 to 1
Brighton (Bos	ton)781,188	47,873	16.3 to 1
Malden	58,036	3,423	16.9 to 1
Chelsea	45.816	1,331	34.4 to 1

The range, it will be noticed, was in this case even more extreme than in the former instance—from a low of 5.2 people to a high of 34.4 people per return.

In a further effort to make a selection of stores that would represent a fair cross-section of retail drug outlets, there were included both busy, centrally located stores enjoying regular and transient patronage and quiet neighborhood stores relying upon family trade for most of their business.

The sales results were tripled in the twelve stores together during the three weeks of display over the three previous weeks of shelf sale. However, no such uniformity was shown as in the Alka-Seltzer case. Some stores actually did less business with the display than without it, while in one case sales mounted to 1200 per cent of former totals! The figure cited above averages off the good with the bad, quite properly, and the significant thing is that it shows so high an average increase. Insofar as the display manufacturer is concerned, this provides an extremely convincing reason for using such displays. However, the product manufacturer would, no doubt, carry the inquiry somewhat further to discover whether some rule might not be established as to the types of outlet in which display is profitable and those in which it fails to justify its cost. He would want to know whether such failure was sporadic, both as to type of store and within any given store, and whether any means could be adopted to either eliminate the failure or disclose the stores predisposed to such failure, in advance.

Other factors also intervened to make this test less simple than the previous one. However, since most of these were of the type that militated against sales, the test itself is fully as significant in showing sales increases as it would have been had these factors not intervened.

The shaving cream market is much more highly competitive than that of Alka-Seltzer, most stores stocking between twenty and thirty brands, the majority of which are both older and more widely advertised than Listerine Shaving Cream. Some druggists pointed out that the addition of Styptic Cotton did not furnish any particular incentive to a person to try the cream—the new product being itself almost unknown and of limited sales appeal

In one store, the display met the competition of sideby-side position with an offer of a similar cream in combination with a chromium-plated razor at the same combination price. In spite of this competitive combination offer, certainly more attractive from a merchandising standpoint, sales of Listerine Shaving Cream, in this store, were four times as much during the period of display with the basket as they were

during the previous weeks.

While it cannot in this case be maintained that the basket alone is the one differentiating factor and therefore responsible for the sales increase, it is clear that the basket plus the combination offer are the two accountable factors—and the basket is responsible for the visibility and easy handling of the combined products. Thus sound grounds exist for a claim that displays of this type produce increased drug store sales, both for regular sale and for presentation of a special deal.

While many criticisms might be raised as to the methods and the extent of these tests, these will come mostly from those favoring more thoroughly controlled and more extensive testing. To such persons, the answer is that these tests—while not designed to prove absolute percentages-fulfill their purpose in showing whether or not an appreciable sales increase might be obtained through the use of a particular type of display. In view of the comparatively low cost of such displays and the fact that the products sold are "repeaters"-thus making the first sale worth a comparatively large expense because of potential return business-it may fairly be said that the figures gained by this test fully confirm any contention as to the value of these displays in these two instances. A presumption in favor of similar displays for similar instances is thus set up, though it might be well to make further tests in differing price ranges and in differing types of stores before assuming that similar results might be obtained in the case of widely different products.

Change the Surface or Change All?

(Continued from page 69) client, "All I can do for you is change the surface. That will involve a little less work on my part. It may seem less impressive to you and to your dealers. But, because it is the only thing in your package that logically needs change, it is all I will do to earn my fee." Whereupon, the client will either get the point and be thankful—or miss it and call in another designer.

Instances of both types of package change—both justified by the conditions laid down above—are found in the recent redesign of the Nestle-LeMur Company's syndicate store items, the work of Monroe F. Dreher Inc. The items in the line, six in number, naturally divided into two groups. Three (Nestle Golden Shampoo, Nestle Henna Shampoo and Nestle ColoRinse were powder-packets, packaged in flat, folding carton The others (a shampoo, oil treatment and a wavin lotion) had been packed in bottles.

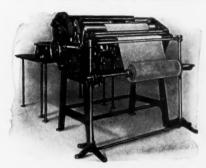
For both groups, the primary purpose in redesigning was to increase visibility, and thus increase sales, on the counters of five-and-ten-cent stores. Other considerations, such as convenience in use, were of minor importance in the eyes of both manufacturer and designer.

In the carton packed group, consideration was given to the display conditions obtaining in dime stores. It was recognized that both the nature of the product and the conditions of display made the extremely flat type of carton ideal, for the wide front and back surfaces thus obtained insured potential visibility at comparatively great distances and permitted the printing on the carton of all necessary instructions for selection and use. Within the chosen general shape, the possibility

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of using a bag rather than a carton was eliminated by the fact that such products receive more extensive handling, on the part of customers, than a bag containing a powder could logically be expected to withstand. While one might be used, it would carry the potentiality of frequent seam openings, it would quickly get a worn and worried look, harmful to sales appeal, and finally, it would seem cheap in comparison with other similar and competitive items in the same outlets.

Thus every consideration of merchandising logic called for a continuance of the package material and shape; and the designers, wisely, limited themselves to a change in surface treatment designed to achieve the

fullest possible eye-appeal and visibility.

As a preliminary step, the copy on the front of the package was cut to a minimum, almost a third of the wording being eliminated. With the passage of superfluous words went, also, a meaningless head sketch. The remaining lettering, which formerly appeared in eight sizes and four styles of type, was then rearranged in such a way as to bring into proper prominence the name of the maker and that of the product. This was accomplished by changing the formerly over-elaborate background to a series of parallel, horizontal bands. On the top band, just under a third of the height of the package, appeared the one word, "Nestle" in a fine. tall script-uniform on every package. The second band, equally tall and in contrasting color, carried the name of the product in tall, slender reversed letters with a descriptive slogan set, likewise in reverse, right under it. This latter reproduced, in smaller size of course, the style of script used on the word "Nestle."

A third panel, in the color of the first, contains three words in the same face of type as the product name; and a final, thin panel edges off the bottom of the package with a few more words of necessary data.

Thus, instead of the jumble of design, color panels and useless wording which characterized the former packages, an attractive orderliness now makes them easily visible, easily recognizable and easily read. With the elimination of over-coloration, color changes as between products can now play a part in making identification of the right shade a simpler and easier process—an improvement which should have good effect on sales in busy stores and to hurried women.

So much for the packets. The designer and his client visely saw the limitations of desirable redesign and so

visely saw the limitations of desirable redesign and so nade the most of their opportunity. When they aproached the problems presented by their bottles, a lange of pace was needed. The bottles themselves were either attractive in appearance nor convenient in use. wo smaller ones were of the long-necked, many faceted style that was probably in bad taste even when first used and was most certainly not in good style at the time of redesign. The third, probably newer to the liner, seemed more fitting for maple syrup or honey than for the waveset lotion it actually contained. Thus the first step was to plan package shapes, and a creditable job was done by developing a fairly tall, comparatively flat bottle with three vertical flutings and an extremely short neck. The flutings have the effectwhether intentional or not-of emphasizing the viscosity and clearness of the fluid within.

With the change in bottle design, a parallel change was made from black to white fluted, single-shell metal closures, the two smaller ones having the letter "N" printed on their tops and the larger one having a full "Nestle" reproduced in script on its upper surface.

The carton-like trays which formerly enclosed the entire lower half of each of the smaller bottles, were eliminated as being no longer necessary and desirable. Rectangular labels replaced them, repeating the color and design schemes of the packet cartons and covering only the lower forty percent of the bottle face.

The large bottle, likewise, was given a similar label which replaced a labeled-on booklet of patented type. Along the upper rims of its sidewalls, this bottle was made to carry, in addition to the lower label, an all-around band with two lines of script lettering on front and back.

Thus, in the instance of the liquid products of this company, the need for redesign was recognized to extend beyond the limits of surface decoration and only after the materials and shape had been subjected to change and correction was the designer ready to go ahead with the labeling that brought these items into proper design relationship.

Alluring Sales for Fishing Lures

(*Continued from page 40*) thus reducing the cost of refill orders. Here again, the set-up box serves as both shipping container and display.

For stores with limited display space, Weber provides its "Drake-Akle" and numerous other flies and specialty tackle items, in what it calls a "handi-box," once again combining a group package with a display. This box consists of a set-up construction, covered in the black and silver web-design paper which identifies all the company's products, with a transparent cellulose window exposing the entire "innards" of the package to view. The bottom of the box is provided with all the necessary descriptive printing and each item is attached to this bottom in a manner and by a means best suited to its particular nature and type of construction. The bird's eye view given the angler by this type of box permits him to compare sizes and types at his leisure without handling the separate and delicate items. Then, when selection has been made, it becomes a simple matter for the clerk to open the box and remove the particular item requested or to withdraw it from another stock box, leaving the display intact.

It will be noted, in studying the details of these packages, that each differs from its mates to a degree that the products which each contains differ from others in the line. It would have been, manifestly, impossible to attempt any exact similarity between all packages of the line, yet a family relationship is preserved by the use, wherever possible, of the web-design paper and similar identifying symbols. Yet, in the very differences between packages is found a unifying factor, for these differences are the logical development of an attempt to develop displays that will draw a particular type of person to the product and then close the sale. How successful these have been in accomplishing this purpose may be judged by the statement of E. C. Wotruba of The Weber Lifelike Fly Company, who says, "The large Senior Display-out just one year-has, in this period, sold a quantity that we thought would last two years and the others have all increased our sales substantially."



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"Johnnie Walker" Marches On

(Continued from page 36) Therefore, the user of "Johnnie Walker" Whisky can expect to find the same uniform container and mark of identification of product, regardless of location in the world.

With the same firm step that has carried him into every corner of the world, the cheery, red-coated little man who has become symbolic of the Scotch whisky which bears his name, goes marching on. He's "Johnnie Walker," of course; and like many other world famous trademarks, his origin was inspired, rather than premeditated. The inspiration was a silhouette of the original John Walker, Esq., who founded the firm in 1820. The creator was Tom Browne, famous British artist of the late 19th and early 20th centuries. The scene was the office of Sir Alexander Walker, the present chairman of John Walker & Sons in 1907.

Browne, who was chatting with Sir Alexander, was so attracted by the silhouetted figure of the original John Walker, that he dashed off a vivid little sketch on the back of an invoice form, completing from his imagination the full-length figure and adding the top hat, breeches, fob and other details to complete the costume of an earlier time. Sir Alexander instantly realized the possibilities of the name and the period clothes—the happy association of an old-time gentleman of quality with a finely matured whisky with an appeal to the connoisseur—and immediately commissioned the artist to make a large black and white finished drawing from his original sketch.

For over a quarter of a century the familiar title, Johnnie Walker, has been a household word as apt and acceptable as John Bull and Uncle Sam. Its sponsors were, as is usual, that great public to whose imagination Tom Browne's vivid creation of 1908 made an immediate appeal and became, to them, a real personality to be greeted by a fitting and affectionate name. The spontaneous designation was officially adopted and registered in 1909, and in 1910 all cases sent out were branded Johnnie Walker Whisky. The product of the House of Walker, prior to the creation of the figure and the adoption of the title conferred on it, was known as Walker's Kilmarnock Whisky.

That was in 1907, and since that time Johnnie Walker has appeared in every advertisement of the Scotch whisky that bears his name. Many other artists have portrayed him in later years but they have always been faithful in all essential details to the original Tom Browne painting.

It has often been asked—and the question is a rational one—why the striding figure had not been shown on the bottle. It was felt that the traditional appearance of the bottle and label combination was so impressed upon the minds of the trade and of the general public, that to interfere with it would be as great a sacrilege as to trim the beard of Santa Claus or to invest John Bull with a bowler hat. A compromise, whereby a miniature pendant figure was affixed to the closure of "Red Label," was recently arranged for the U. S. A. market.

Languages and frontiers have meant nothing to this gaily striding figure. He is a real World Traveler—at home everywhere—welcomed everywhere as the cheery ambassador for the fine product he represents.

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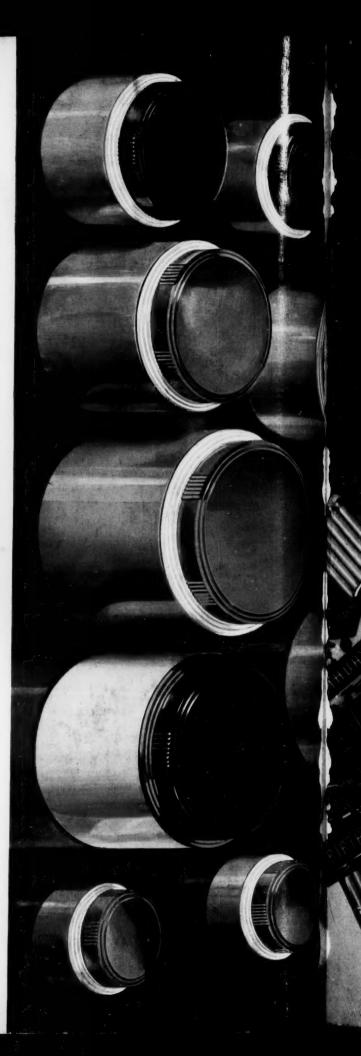
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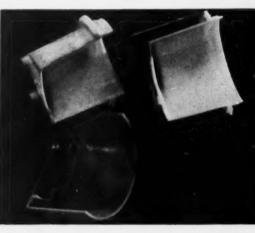
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IN PLASKON vegetable

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